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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. MAY, 1915. NUMBER 5.

THE MONTH'S HISTORY.

A Drastic Departure..... 189
More Harrison Law Information..... 189
Other Rulings and Recommendations.... 190
Modern Pharmacy Law..... 190
No Added Narcotics in Cigarettes..... 190
Eberle Becomes A. Ph. A. Editor..... 191
Changing the House of Delegates..... 191
Are Talcum Powders Cosmetics?..... 191
Give the Federal Measure a Chance..... 191
Getting Together..... 192
A Model Antinarcotic Law..... 192
The Prerequisite in North Carolina..... 192
Whelan Companies to Consolidate..... 192
Rising Educational Standards..... 193
A Questionable Extreme..... 193
Minor Mention..... 193
Special Features for the Bulletin Next Month..... 193

EDITORIAL.

Laboratory Work in Board Examinations..... 194
The Twilight-sleep Craze..... 194
Automobile Tires a New Side-line..... 195
Window Displays Wanted..... 195

ABOUT PEOPLE.

Death of F. M. Fisk..... 196
A Nice Compliment..... 196

PROFITS AND EARNINGS.

A Kansas Store..... 196
Kansas No. 2..... 196
A Wisconsin Store..... 197
A Colorado Store..... 197
A Word in General..... 197

ILLUSTRATED SECTION.

A Page of Pictures..... 198
In the Far East..... 199
Just Four Pictures..... 200
A Japanese Picture..... 201
A Real Countess Selling Toilet Goods.... 201

SPECIAL.

Crises I Have Faced:
Robbed by a Partner. By E. J. Reed. 202

MONTHLY PRIZE QUESTIONS AND ANSWERS.

Where is the Proper Place to Keep Perfumes, and What is the Best Method of Displaying Them?
Prize Article: Keep Perfumes Near the Front of the Store! By Wm. M. Linnett..... 204
Near the Wrapping Counter is the Proper Place. By Harry Bell..... 205
What is the Best Way to Build Up a Trade in Bulk Perfumes?
Blended Odors the Best Sellers. By William J. Richards..... 205
Knowledge of the Art of Perfumery the Prime Requisite. By Alvin Chester Webb..... 206
Push One Good Odor at a Time. By E. A. Perrenot..... 207
Questions for the Next Contest..... 206

CONTRIBUTED ARTICLES.

The Experiences of a Traveling Salesman. By J. E. E..... 208
Interviews with Successful Druggists—Charles F. Mann (Illustrated). By Walter M. Chase..... 211
My Best Paying Side-line—Cameras and Supplies. By Alfred Kristiansen..... 214
Morals and Legislative Problems. By James H. Beal..... 215
A Discussion on Prescription Pricing. Comments by Bulletin Readers..... 217

THE SAUNTERER..... 219

BOARD QUESTIONS ANSWERED.

A Pennsylvania Examination..... 220

LETTERS.

A Difference—At Least of Opinion..... 222
Going to Keep Right On!..... 222
Would You Guess It?..... 222
Sulphuric Acid Again Troublesome..... 222
Averting a Scandal..... 223
A Sure-stick Labeling Paste..... 223
A Perplexing Puzzler..... 223

FLORAL DEPARTMENT..... 223

THE SODA FOUNTAIN.

A Dozen Assorted..... 224
A Luncheonette Menu..... 224
Egging Customers to the Fountain..... 225
Testing Chocolate..... 225
Benefits of the Soda Fountain to the Druggist..... 225
Table of Density of Syrup..... 226
Washing Glasses..... 226
Detecting Gelatin in Ice Cream..... 226
A Children's Party that Paid..... 226

BUSINESS HINTS.

A Narcotic Prescription Blank..... 227
Exploiting Prescription Service..... 227
Coöperating with National Advertisers..... 227
Featuring Cut Glass (Illustrated)..... 227

QUERIES.

Treatment of Chronic Alcoholism..... 228
"Bicarbonate of Snow"..... 228
Aromatic Elixir: Throat Gargle: and Bronchial Lozenges..... 228
Making Perfume from the Flowers..... 229
Flavoring Agents in Tube and Powder Forms..... 229
Treating Roup in Chickens..... 229
Solidified Alcohol..... 230
Eau de Quinine..... 230
A Hard-water Softener..... 230
Dandruff Remedy..... 230
Iron and Magnesium Sulphates in an Alcoholic Mixture..... 230
Concerning Empty Capsules and Wafers.. 230
Artificial Flavoring Extracts..... 231
Phenolated Camphor..... 231
Bowling Alley Varnish..... 231
A Chapped-hand Preparation..... 231
"Bitterless" Malaria Remedy..... 231
Formula and Recipe Books..... 231
Bluing Gun-barrels..... 232
A Fly Chaser..... 232
Oil of "Chrismol"..... 232
Liquid Floor Polish..... 232
Perspiration Deodorizer..... 232

BOOKS.

"Perfumes and Cosmetics"..... 232

THE SCRAP BOOK..... 25-75

ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

Entered at the post-office at Detroit as second-class mail matter.
Copyright, 1915, by E. G. Swift.

10 Days Free

On Your Own Fountain

Send No Money

Try It 10 Days At Our Risk

Cream Whipper Furnished If Wanted

Special Low Price

$12.50 Nickel

$15.00 Silver

THE ARNOLD No. 12.

Earns Its Own Cost

Get this Arnold Electric Drink Mixer 10 days on trial. Put it on your fountain. See how perfectly it mixes all kinds of drinks. Note how it saves time and work—how many more people can be served. See what delicious drinks it makes and how it attracts trade. It will earn its own cost in no time through increased sales on fancy drinks.

Arnold Electric Mixer

No Exposed Stick. No Spattering of Drinks

The "Arnold" is a vast improvement over all other mechanical mixers. The Arnold has no exposed stick—with a place for flies to roost and dirt to gather. The container is covered—no drinks can splash—no dirt gets in. The Arnold is sanitary and your patrons recognize it and appreciate the fact.

Opposite is the latest Arnold Model No. 12 just introduced. The mixing rod is removable and easy to clean and keep sanitary. Base illuminates when drink is being mixed. Costs but $12.50 in Nickel—$15.00 in Silver.

Cream whipping attachment furnished for only $5.00 extra.

All leading jobbers sell the Arnold.

THE ARNOLD No. 11—$11.25.

Send This Coupon.

Get the particulars of our liberal 10 Days Free Trial Offer and new reduced prices. Learn how you can try the Arnold at our risk for 10 days and let it pay for itself before you decide to buy it. Write at once and get it before the soda season opens.

Arnold Electric Co.,
1277 12th St.,
Racine, Wis.

Please send me full information about your special reduced prices on Arnold Electric Mixers and how I can use one on 10 days' trial.

_____

_____

_____

Arnold Electric Co.

1277 12th St., RACINE, WIS.

Patents No. 9583/1900 and 5811/1909

MEINECKE "PERFECTION" BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Doubled.

Also Used in 2000 Hospitals in the United States

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

London.

W. H. Bailey & Sons, Ltd., 38 Oxford St., London.
Butler & Crispe, 82 Clerkenwell Road, London, E. C.
Hospital and General Contracts, Ltd., 33 Mortimer St., London.
S. Maw, Son & Sons, 7-12 Aldersgate St., London, E. C.
May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
T. R. Roberts, Ltd., Islington, London.
Sangers, 42 Hampstead Road, London, N. W.
Wm. Toogood, Ltd., Heddon St., Regent St., London, S. E.

Liverpool.

Ayrton Saunders & Co., 32-34 Hanover St., Liverpool.
Evans Sons, Lescher & Webb, Ltd., 56 Hanover St., Liverpool.
White & Wright, 93 Renshaw St., Liverpool.
Wright & Owen, Liverpool.

Birmingham.

Cuxon, Gerrard & Co., Corporation St., Birmingham.
Hedges & Son, 10-12 Dale End, Birmingham.
Southall Brothers & Barclay, Ltd., Broad St., Birmingham.

Manchester.

Mottershead & Co., 7 Exchange St., Manchester.

Leeds.

Reynolds & Branson, 13 Briggate, Leeds.

Leicester.

A. De St. Dalmas & Co., Leicester.

Derby.

J. L. Carter, 15 Market Head, Derby.

Southport.

Hospital Contractors' and Nurses' Outfitting Association, Southport.

Wolverhampton.

Martyn's Stores, Ltd., Wolverhampton.

Perth.

A. Ramsey, 128 South St., Perth.

York.

Bleasdale Ltd., 23 Colliergate, York.

Nottingham.

Boots Ltd., Station St., Nottingham.

Southampton.

Payne & Son, 48 High St., Southampton.

Wigan.

Brown & Co., 51 Mesnes St., Wigan.

Boston.

C. Skinner & Son, Boston.

Reading.

Watson Brothers, 13-15 Minster St., Reading.

Keighley.

W. Waddington, 128 South St., Keighley.

Bristol.

Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.

J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

INDEX TO ADVERTISERS.

Abbott Alkaloidal Co., The..... 52
Albany Chemical Co..... 56
Alkalol Co..... 74
Allen Red Tame Cherry Co., The..... 47
American Can Co..... 28
American Ever Ready Works..... 9
American Optical College..... 64
American Stopper Co..... 2
American Thermos Bottle Co..... 5
Andrews, A. H., Co., The..... 75
Ansco Co.....4th cover
Armstrong Cork Co..... 60
Arnold Electric Co.....2d cover
Associated Advertising Club of the World..... 72
AutoStrop Safety Razor Co..... 15

Benderscheid Mfg. Co..... 57
Benger's Food, Ltd..... 63
Bishop-Babcock-Becker Co , The..... 7
Blackman Stock Remedy Co..... 66
Bohner Mfg. Co..... 62
Brenard Mfg. Co..... 56
Bristol-Myers Co..... 75
Brooks Barley Co..... 59
Buffalo College of Pharmacy..... 67
Burke & James, Inc..... 39
Bush, W. J., & Co..... 64

Celina Specialty Co., The..... 62
Chittenden & Frew Co..... 57
Coca-Cola Co., The.....3d cover
Coe Mfg. Co..... 63
Consolidated Fruit Jar Co..... 58
Crane, James C..... 75

Day, J. H., Co., The..... 76
Defender Photo Supply Co..... 3
Denver Chemical Mfg. Co..... 25
Dodge & Olcott Co..... 61
Donald-Richard Co..... 63
Dykema Co., The..... 57

Eckman Mfg. Co..... 60
Elastic Tip Co..... 59
Enterprise Mfg. Co., The..... 65

Flash Chemical Co..... 54
French Lick Springs Hotel Co..... 53
Fritzsche Bros..... 75
Fuller, George R., Co..... 74

Glover, H. Clay..... 58
Gould, M. P., Co..... 17
Granules Mfg. Co..... 62
Grape Capsule Co..... 45

Hanford, G. C., Mfg. Co..... 74
Helmet Chewing Gum Co., The..... 74
Higgins, Chas. M., & Co..... 76
Hoffmann-LaRoche Chemical Works, The..... 66
Hostetter Co., The..... 26
House of Mennen, The..... 35
Hygeia Antiseptic Toothpick Co., The.. 43

Imperial Glass Co..... 74

Kinnear & Gager Mfg. Co..... 60
Knittel, Joseph, Show Case Co..... 74

Lee Tire and Rubber Co..... 51
Lock-Stub Check Co., The..... 75
Love, F. S., Mfg. Co..... 61

Manning Advertising Service, The..... 14
Marvel Co., The..... 32
McCourt Label Cabinet Co..... 11
McCready, R. W., Cork Co..... 76
McIlvaine Brothers..... 38
Mead & Co..... 76
Merck..... 75

National Bath Powder Co..... 74
National Can Co..... 33
National Colortype Co..... 74
Nelson, C., Mfg. Co..... 48
Newton Automatic Shading Pen Co., The 75
New England Confectionery Co..... 59
New York Quinine and Chemical Works 30
Northern Ill. College of Ophthalmology 70
Northwestern University School of Pharmacy..... 63

Onken, Oscar, Co., The..... 4
Oval Wood Dish Co., The..... 6

Paddock, J. H., Co., The..... 76
Parke, Davis & Co.....18, 22, 71, 73
Penn, A. C., Incorporated..... 24
Plunkett, H. E., Co..... 65
Powers-Weightman-Rosengarten Co..... 36
Practical Advertising Co..... 13
Practical Druggist Institute..... 76

Quincy Show Case Works..... 55

Retail Druggist, The..... 10
Richmond & Backus Co., The..... 48
Riedel & Co..... 51
Robertson-Bradshaw Co..... 50
Roessler & Hasslacher Chemical Co., The 25

Saginaw Show Case Co..... 61
Seagers Advertising Co..... 49
Seelman, Geo., & Sons Co..... 23
Seneca Camera Mfg. Co..... 68
Smith, L. C., & Bros. Typewriter Co..... 16
Smith, Martin H., Co..... 21
Spatula, The..... 44
Stokes, F. J., Machine Co..... 55
Stone Straw Co., The..... 53
Swift E. G.....20, 62

Tampa-Cuba Cigar Co..... 42
Tanglefoot..... 64
Toledo Metal Furniture Co..... 65
Turner-Buckley Mfg. Co..... 67
Typewriters Distributing Syndicate..... 40

Underwood Typewriter Co.....19, 70
United States Metals Refining Co..... 8
Usona Mfg. Co., Inc., The..... 37

Vanderbilt Hotel, The..... 67
Vortex Mfg. Co., The..... 31

Walrus Mfg. Co..... 12
Waterman, Arthur A., & Co..... 52
Wells & Richardson Co..... 27
Wisconsin Electric Co..... 29
Weissfeld, M., Mfg. Co..... 66
Whitall Tatum Company..... 1
Whitney Glass Works..... 54
Wilmarth Show Case Co..... 34

Yeshera Mfg. Co., The..... 41

Mr. Druggist

The distributor of standard photo supplies is going to make money this summer and later, in the fall.

Vulcan Film & Plates
Argo Paper
&
Defender Photo Supplies

in your store means that picture takers are going to stop at your store to make their purchases.

It means a camera supply department that will enable you to supply the immediate wants of *your* customers, that requires but little shelving and *at nominal cost.*

With the summer comes vacations. Tourists and strangers will be in your city. The majority of them will be picture takers and they will want photo supplies.

Let us help you get their business

We will supply you with attractive advertising matter and our sales department will give you every assistance.

Your name and address here on the margin will bring Initial Plan A — explaining everything

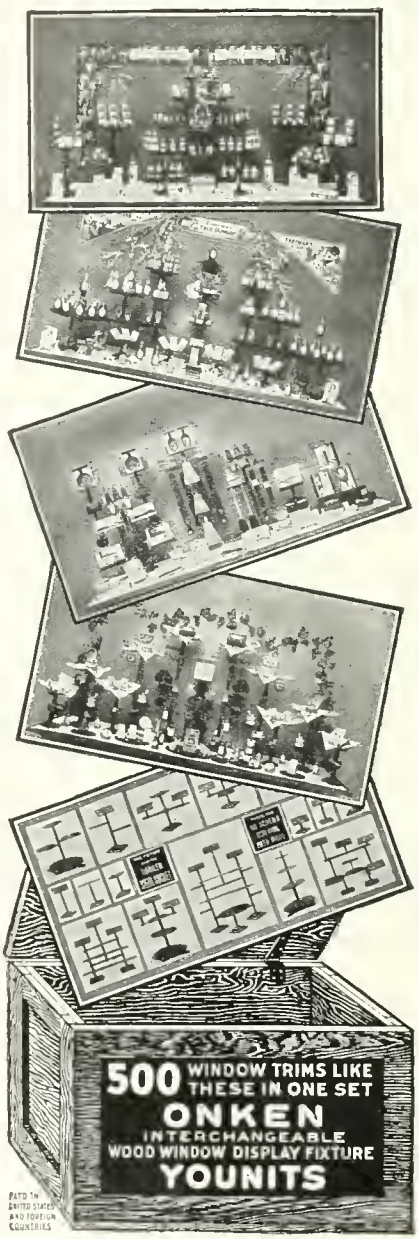
DEFENDER PHOTO SUPPLY COMPANY, INC.

ROCHESTER NEW YORK

Branches in all the principal cities

OUR NEW CONSTRUCTION:---THE FIXTURE WITH THE "SUNKEN STEEL SOCKET"
THERE ARE NO SCREWS SCREWING INTO WOOD

Make Your Show Windows



The Storage Chest. The 152 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Pay Your Rent

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window. Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Set for Druggist

Hundreds of Trims. With this set over 500 original trade pulling window trims can be made and at no time making any two alike; besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactorily.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

Price for the Full Set No. 105 **$25.00 NET**

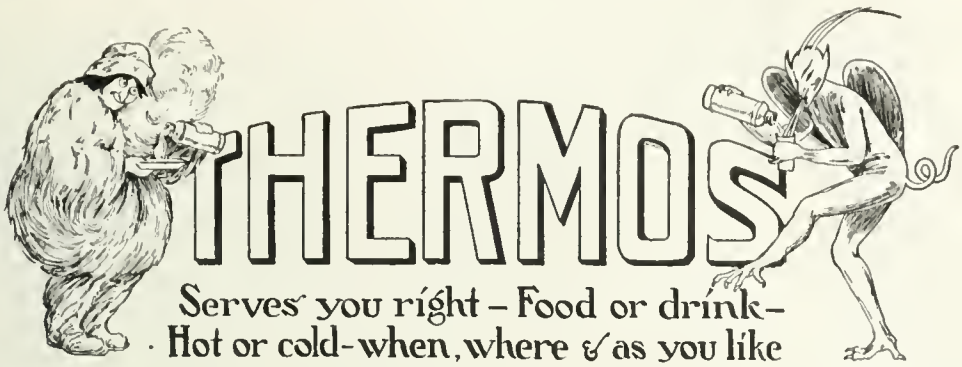
F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT.

THE OSCAR ONKEN CO.

211 W. 4th St., Cincinnati, O., U. S. A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog. Stock is also carried in Canada, England and Australia.

Stock Carried in Cincinnati, New York and San Francisco, Canada, England and Australia.



Thermos Bottles retail from $1.00 up.

PRICE ANNOUNCEMENT

An ever-increasing number of druggists carry Thermos Bottles, Carafes, Jugs, Food Jars and Lunch Kits in stock, and *all* should do so. Every member of the family from infancy to old age has daily use for Thermos. It is indeed a good servant both in and away from home.

Here are some of the reasons why an adequate stock of Thermos Products should be carried by you.

OUR NATIONAL THERMOS ADVERTISING campaign makes a strong and steady demand for the goods. As 90 per cent of all advertising of temperature-retaining vessels has been Thermos advertising, naturally 90 per cent of the demand is for Thermos Products.

OUR PRICES TO DEALERS which went into effect on February 1st give you a margin of profit which makes the handling of Thermos Products extremely attractive. Our discounts to dealers in any quantity, either direct or through the jobber, are now 25 and 10 per cent.

Thermos Carafes and Jugs retail from $3.00 up.

Thermos Food Jars retail from $1.50 up.

Thermos Lunch Kits retail from $2.00 up.

We do not consider the sale of Thermos vessels complete until they have been placed with the actual users. We are always ready to assist with suitable printed matter, cards for window displays, attractive cut-outs and other advertising helps.

Write for further information regarding Thermos Products and our Dealer's Advertising Service. May we put you on the list for our monthly advertising suggestions?

AMERICAN THERMOS BOTTLE CO.,

NORWICH, CONN.

New York San Francisco Toronto

Make the Girl a Dispenser—
Not a Dishwasher

Do it with

The MAPLE COMPORT

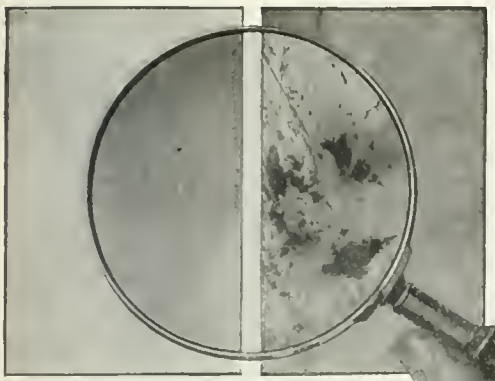
So easy to handle, so economical, absolutely sanitary

The Oval Wood Dish Company

New Orleans. Delta, Ohio New York

Distributors Everywhere

Red Cross Soda Fountains



Genuine Carrara — White Italian Marble

Magnified 100 Times

This is a reproduction of an actual microscopic photograph. The dark spots in the marble are holes. Note that marble is very porous while Carrara is hard, smooth and non-porous. There can be no doubt as to the better material for soda fountain construction.

Scientific Comparison Proves the Superiority of Opal-Onyx and Carrara

This actual photograph of Genuine Carrara and White Italian Marble, each magnified one hundred times, will show you at a glance the difference in porosity of the two materials, and prove to you that Genuine Opal-Onyx and Carrara (both materials are of similar construction) is far superior to marble for use in Soda Fountain construction. Note that surface of the marble is porous and uneven—it will easily be worn away by the action of carbonic acid gas and is easily stained by the acids and coloring matter in syrups, flavors, etc.

Opal-Onyx and Carrara on the contrary are ***not*** of a porous nature. They are 20 times as hard as marble and cannot stain, as it is ***impossible*** for the syrups and flavors to penetrate below the surface.

Opal-Onyx and Carrara are the only really sanitary, aseptic and stainless Soda Fountain materials. They look as well after 10 years use as when first installed. They retain their beautiful polish and lustre.

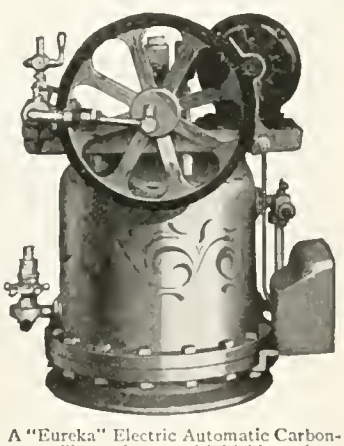
Your Increased Profits Will Pay for A New "Red Cross" Fountain

Buying a new "Red Cross" Fountain is not an expense but an investment — an investment that will yield unusually big dividends in additional profits from the bigger business. The "Red Cross" Fountain will attract and bring the people to your store, and its inviting and sanitary appearance will make them buy and come again. This means more sales and bigger profits in all departments and the bigger profits will pay for the fountain.

Stock Standards in All Sizes, Styles and Prices, Ready for IMMEDIATE SHIPMENT

The 1915 "Red Cross" Models are the most beautiful and serviceable Soda Fountains ever built. There are many new exclusive features which will interest you and which will prove to you that the "Red Cross" Iceless Soda Fountain is "Standard of the World."

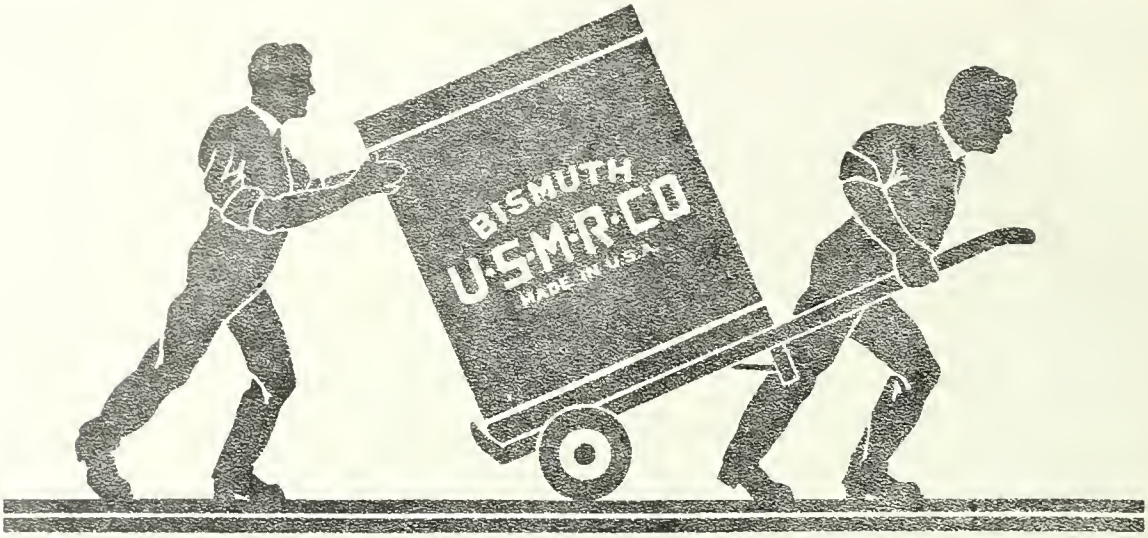
Mail the coupon today for our beautiful new catalog describing "Red Cross" Fountains, "Eureka" Carbonators, Opal-Onyx Humigars, etc. Write your name and address at bottom of this page, detach and mail it today. We have a salesman in your vicinity working direct from headquarters who will gladly explain the "Red Cross" proposition. This will place you under no obligation. Return the coupon today, while you think of it.



A "Eureka" Electric Automatic Carbonator will supply you with highly carbonated water at minimum cost. It will soon pay for itself in actual saving

THE BISHOP-BABCOCK-BECKER COMPANY

GENERAL OFFICE, CLEVELAND, O.—Please send me complete information regarding ☐"Red Cross" Fountains; ☐"Eureka" Carbonators; ☐Opal-Onyx Humigars; ☐ Luncheonettes; ☐ Blue Book of Soda Fountain Suodries, advertised in May "Bulletin of Pharmacy" Write Name and Address below



WE SUPPLY

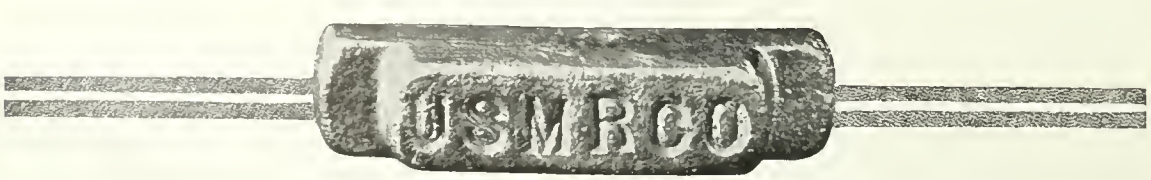
The greater part of the Bismuth sold in the American market, and the standard of purity and refinement of our product is *guaranteed* to be equal to or better than Saxon, English or Bolivian Bismuth.

BISMUTH
U·S·M·R·CO
MADE IN U.S.A.
Highest Purity—Arsenic Free

"USMRCO" Brand represents the Hall-Mark of purity as applied to Metallic Bismuth. Arsenic and other deleterious ingredients—costly to eliminate in producing Bismuth subnitrate and other Bismuth salts—are singularly absent in Bismuth (USMRCO).

Manufacturing Chemists or Manufacturers of Pharmaceutical preparations should insist upon Bismuth USMRCO.

UNITED STATES METALS REFINING COMPANY
42 Broadway, New York.



70 MORE LIKE THESE

There is Profit for the dealer and Satisfaction for the customer in these and the 70 more big and little brothers of the EVEREADY Flashlight line.

EVEREADY Flashlights

Money-makers because---

First: The big EVEREADY Advertising campaign in the Saturday Evening Post and 53 other magazines—Women's, Boys', Sportsmen's, Farmers', Doctors' and Nurses' Journals—is creating a steadily increasing demand for EVEREADY Flashlights.

Second: Made by the "Largest Manufacturers of Flashlights in the World"—EVEREADY Flashlights, Batteries and Lamps are absolutely reliable, and give such perfect satisfaction that the customer will keep coming back to the *same* store to buy the EVEREADY Batteries and Lamps to keep the EVEREADY Flashlight in service—3 or 4 batteries and 2 or 3 lamps a year.

Third: EVEREADY Flashlights, like blades for Safety Razors; Films for Cameras; Records for Phonographs, keep the customers *coming back*—then they buy other things, too.

Isn't this the kind of business you want? The kind that sells itself and repeats and repeats?

Remember it's EVEREADY reliability that counts in the long run. Let us tell you how to make money with the EVEREADY line. Just mail the coupon.

AMERICAN EVER READY WORKS
Long Island City of National Carbon Company **New York**

Branches: Atlanta, San Francisco, Chicago
Canadian Factory: Canadian Ever Ready Works of Canadian National Carbon Company, Limited, Toronto, Ontario, Canada

Kindly send your Special proposition and Catalogue No. 23 giving prices and complete list of goods.

Name.....

Street Address.....

.....

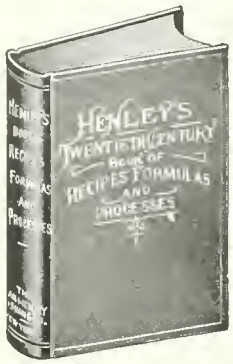
City.....

State.....

Jobber.....

AMERICAN EVER READY WORKS
of National Carbon Company
Long Island City - - New York

You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
Veterinary Formulas
Fertilizing Recipes
Bleaching Recipes
Etching and Engraving Recipes
Recipes for Glass Making
Paper Making Recipes
Recipes for Ointments
Mirror Making Formulas
Paint Making Formulas
Gilding Recipes
Galvanizing Recipes
Bronzing Recipes
Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
Cleaning Processes
Soap Making
Leather and its Preparations
Recipes for Alloys
Recipes for Solder
Photographic Formulas
Shoe Dressing Recipes
Stove Blacking Recipes
Rust Preventive Recipes
Recipes for Lubricants
Recipes for Oils
Recipes for Dyes, Colors and Pigments
Recipes for Dryers
Ink Recipes
Recipes for Artificial Gem Making
Jeweler's and Watchmaker's Recipes
Household Formulas
Waterproofing Recipes
Fireproofing Recipes
Recipes for Cements, Glues, Mucilages
Fireworks Recipes
Recipes for Eradicators
Alcohol and its Uses
Recipes for Essences and Extracts
Dentifrice Recipes
Cosmetic Recipes
Perfume Recipes
Tanning Recipes
Metallurgical Formulas
Hair Restorers
Depilatories

And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

Order Your McCourt Label Cabinet Now

IT is not necessary to wait until all your flat labels are used up. You can get your cabinet indexed to suit your future requirements with just a few labels in roll form to fill your immediate needs. As fast as you use the remainder of your flat labels you can order roll labels to take their place until your new cabinet is completely equipped.

This plan of buying labels and cabinet costs you no more—and prevents any loss through having your old labels on your hands. You use them up and get your roll labels as you need them.

The McCourt Label System

does away with all the mistakes and inconveniences which are unavoidable when you use flat labels. The McCourt Cabinet keeps your labels clean and fresh. They cannot curl or become stuck together. The right label is located instantly and can be withdrawn and cut off with a single movement of the hand.

McCourt Labels are Less in Cost

The improved printing and cutting machinery of the McCourt factory enables it to print an immense number of labels in one operation, thus making the cost to the user 25% to 40% less than on ordinary flat labels.

McCourt Cabinets are made in a variety of different sizes to hold any desired number of shop and prescription labels. Our booklet describes the different types as well as the detailed advantages of the McCourt System. Write for a copy, and if you have any special label difficulties let our wide experience help you to solve them.

Users of McCourt Cabinets and labels are "declared in" on our money saving pill and powder box service. Have you got yours?

WE TAKE PLEASURE IN ANNOUNCING THAT

the C. H. Bangs Druggist Fixture Company of Boston, Mass., have added McCourt Label Cabinets as a part of their regular line of STANDARD equipment for drug stores.

McCourt Label Cabinet Co.

47 Bennett Street, - - BRADFORD, PA.

Special Introductory Offer for Druggists Using Flat or Ungummed Labels.

Many druggists are still using ungummed labels—that means a paste pot, brush and attendant troubles.

There is no more reason why you should use ungummed labels than there would be in using ungummed postage stamps.

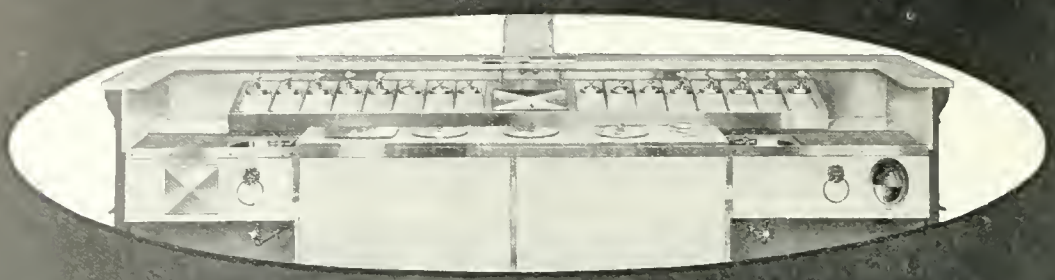
To let our roll labels demonstrate their superiority for themselves, we will send you a roll of blank shop labels printed with your drug card. The roll will be perforated and in a cardboard case, and will show you the convenience and practicability of gummed labels in roll form.

Send 15c to cover expense of handling and mailing of this roll of labels and judge their quality for yourself.

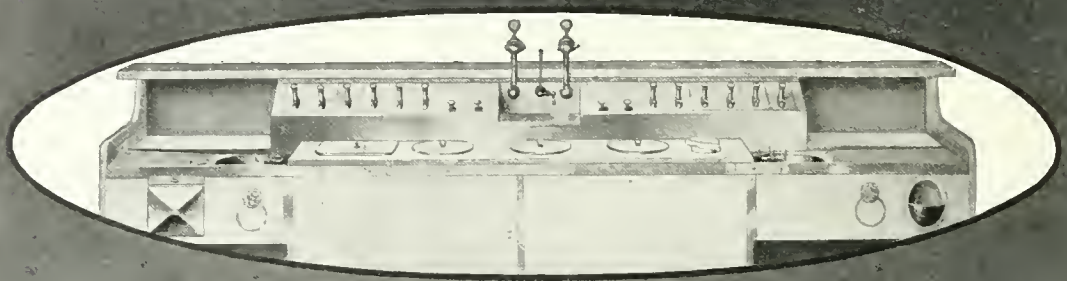
Walrus Quality Unsurpassed

Our 1915 Manual fully explains

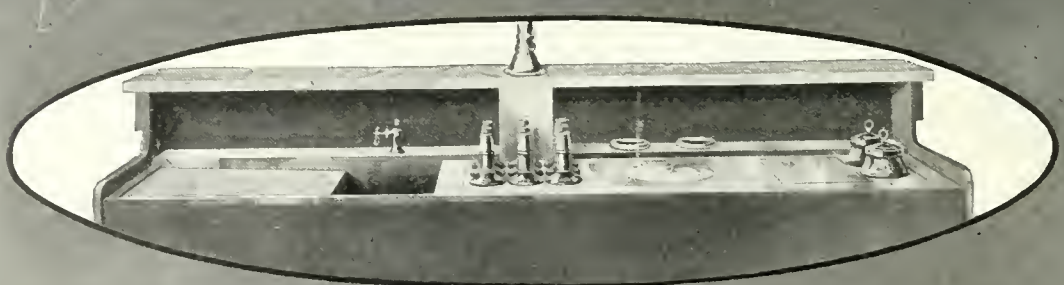
Walrus Quality Unsurpassed



Walrus Eitherway Construction has no equal. Costs no more. No other make of soda dispensing apparatus nearly approaches it



Walrus Commoner Construction is like all others are offering only we make it better and sell it for less



Walrus Wonder Construction is far ahead of anything in its class. Made for the merchant who requires a good but inexpensive soda fountain

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS

Largest builders and distributors of high class soda fountains thru jobbers. Agencies in all principal cities

LUNCHEONETTES *CARBONATORS* *ICE CREAM CABINETS* *STORE FIXTURES*

DETROIT—Michigan Drug Co.
MILWAUKEE—Yahr & Lange Drug Co.
GRAND RAPIDS—Hazeltine & Perkins Drug Co.
BUFFALO—Henry J. Walz Co.
FORT WAYNE—Fort Wayne Drug Co.
COLUMBUS—The Orr, Brown & Price Co.

J. J. Parker Increased His Sales 62% With The Booster Club Campaign

This Merchant had an increase of 62% in his business as a result of a Booster Club Campaign in spite of poor crop conditions, and very severe local competition. J. J. Parker is a fellow Druggist.

MORE SALES AND BIGGER PROFITS

The Booster Club Campaign completely changes the order of buying, and brings the customers to your store paying cash in advance for their goods, thus enabling you to do business on the customers' money, whereas heretofore they have been doing business on your money.

CLEANS OUT SLOW SELLERS

Clean out the slow-selling merchandise that you have in stock. You can unload the undesirable merchandise that has not had a ready sale in your community. This will enable you to place your money in better sellers, merchandise with larger profits, merchandise that is now in demand by the most of your trade.

COLLECTS YOUR ACCOUNTS

The Booster Club Campaign is the most successful method of collecting accounts used by merchants to-day. It is the only system that places a premium on the desire on the part of the patron to pay up, clean up their account with you. G. W. Baker of Loami, Illinois, had more than $1100.00 brought in on account in a single day.

MAKE FRIENDS FOR YOUR STORE

By covering your entire trade territory with Boosters selected from the best families in your entire community, and placing around these Boosters clubs of ten who are buying heads of families, all pulling for your store because of the personal interest they have in the distribution of the awards given in such a way as to get their good-will, their friendship and their buying power, the Booster Club Campaign actually makes friends for every store where it is conducted.

BEATS MAIL ORDER COMPETITION

There is not a dealer in business to-day who does not know his loss is effected by Mail Order competition. The $20,000,000 that was distributed among the stockholders of Sears, Roebuck & Co. emphasizes the fact that the Mail Order business in the country is growing rapidly. Merchants who are using Booster Club Campaign methods say that it is impossible for a Mail Order House to do business in their trade territory during the life of a Booster Club Campaign.

GETS THE CASH

With the Booster Club Campaign you can get the cash from the wealthy farmers and townspeople in your trade territory. Mail Order Houses have been getting it heretofore. Change this method of buying and bring them into your store with cash for every purchase that they make.

REPORT ON NEW CASH SALES

Every Booster in our campaign gets out and secures new customers for their merchants. Think of having thirty or forty Boosters at work around your store getting new business and new customers on a strictly cash basis, thus placing money in your cash register which would be sure to go to some Mail Order House if you did not have that campaign. Get the benefit of the Booster Club Campaign. You can have the same results with the campaign that other dealers are having.

Don't delay. Write for the first opportunity to see this proposition.

Report On New Business

By Booster Ethel Firestone in the Booster Club at Owensville for the Month of Nov. 1914 is as follows:

	NAME	AMOUNT
1	Mrs Clell Hedges	$50.00
2	Mrs L. Thompson	40.00
3	Edgar Woods	25.00
4	Mrs Teagarden	30.00
5	Mr. J. Johnson	25.00
6	Ida Barnes	20.00
7	Mrs Mary Chant	40.00
8	John Stover	30.00
9	John Simpson	80.00
10	Tild Rothrock	30.00
	Total,	$370.00

BOOSTER Note

The above Report of New Business is correct.

Booster Merchant's Signature.

READ THESE LETTERS FROM MERCHANTS LIKE YOURSELF

C. J. McHugh & Co., of Lisbon, Iowa, says:

"Have found it to increase both cash and credit sales, but have found it to clean up credit sales every thirty days. For Merchants who believe advertising doesn't pay, we would ask them to try the Practical Advertising Company's Plan."

J. B. Ludden, of Bloomington, writes:

"The last week brought in $3,000.00 on my book account. The sales that day were $1,100.00. Sales for the same day in 1913 were $170.00."

NOTE.—During Mr. Ludden's Campaign he put on an egg contest in connection with Booster Club features. This brought in $5,516.00 worth of eggs, which is the same as cash. One Booster placed $2,500 cash in advance in his cash register. This was traded out later.

Grove & Bro., of Luray, Virginia, says:

"We will be glad to recommend the Booster Plans to any inquirers."

NOTE.—With the special features of this plan, the Grove Brothers closed out practically all of their overstock in hosiery, underwear and odds and ends and a big stock of shoes.

Write, Wire or Telephone.
Placed with only one dealer in a town.
Cut out the coupon and mail it to-day.

Practical Advertising Co., Springfield, Ill.

Kindly send us at once full information about the "Booster Club Campaign." Also mail us a copy of the "Booster Journal" and your booklet, "How to be a good Booster."

We will be glad to know how to increase our customers—our sales.

Name _____

Town _____ State _____

B. OF P. 5-15

Practical Advertising Co., Springfield, Ill.

Use the Ad in Adversity To Promote Prosperity

The European War is no longer a disturbing element in the carrying on of American commerce. We are again talking BUSINESS instead of WAR. On every hand we see increasing evidence of returning prosperity.

In order to gain your share of the increased demand for necessities and luxuries you must do some sound, sensible advertising.

The Manning Advertising Service

contains copy for every form of advertising which the busy druggist is apt to need: **Newspaper Ads, Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Signs, Mail Order Ads, Illustrated Window Displays and Picture Slide Advertising.** The Service is helping thousands of druggists toward success. We print herewith another of the "Little Stories of Success."

Gentlemen:

We are perfectly satisfied with your Monthly Advertising Service and think it well worth the price. No druggist should hesitate in obtaining your Service, for if he uses your advertising judiciously he is bound to get lasting and gratifying results.

Mobile, Ala. *STAR DRUG CO.*

IF YOU HAVEN'T RECEIVED ONE OF OUR LITTLE BOOKLETS "THAT'S WHAT THEY ALL SAY"—ASK FOR A COPY TO-DAY

Complete Advertising Service

Only $1.00 A Month

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to a large number of other druggists. The same amount of material, if prepared by an expert ad writer for your Exclusive Use, would cost you not less than $50.00 a month.

Don't let our service get on your competitor's pay-roll.

We Serve You Only

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors.

You can secure the Exclusive Use of the Manning Advertising Service for your town, if you act NOW.

Tear off here and mail to-day.

ORDER

Manning Advertising Service,
St. Louis, Missouri.

Date,.....1915.

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR and monthly thereafter until notified to discontinue. For this service I/we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. Please start the Service with the ( ) issue.

STATE MONTH

NAME STREET

TOWN STATE

NOTE: Discount for Payments in Advance 5% for 6 Mos.—10% for 12 Mos.

STRIKING PLAN

TO STIMULATE

RETAIL SALES

ANNOUNCED BY THE

AutoStrop Safety Razor Co.

AND EARNESTLY RECOMMENDED
TO FRIENDLY DEALERS

SOMETHING NEW

Every single AutoStrop Safety Razor sold by the Retail Clerk entitles him to a distinct and separate recognition from the Company.

SOMETHING STARTLING

Without cost to the Dealer, he is enabled to promise his own clerk a valuable reward for each individual AutoStrop Safety Razor sold.

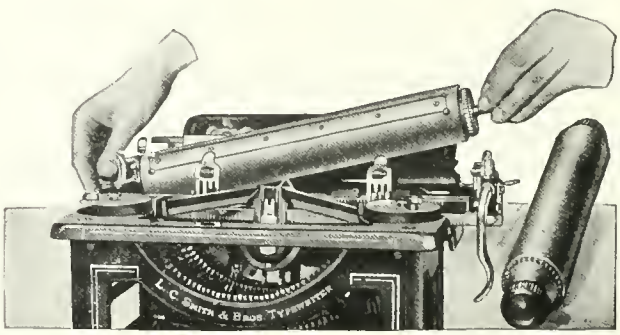
PERFECTLY LEGITIMATE

Not a Profit-Sharing plan, not a cheap Premium proposition. The offer is only extended to the Clerk through his Employer.

Write for full particulars.

Auto-Strop Safety Razor Co.
345 Fifth Avenue
New York

Platen Changed in an instant



Inserting The Card Platen

Because the platens are interchangeable, the same L. C. Smith & Bros. Typewriter can be used for general correspondence, heavy card or label writing and manifolding.

To meet the contingencies that arise, there are the soft, medium and hard rubber platens, the card and label-writing platens, and the brass platen on which over twenty (20) carbon copies can be made. The operator can change from one to the other in a few seconds.

A new platen can be ordered by mail or express, when necessary, without losing the use of the typewriter.

ASK FOR A DEMONSTRATION

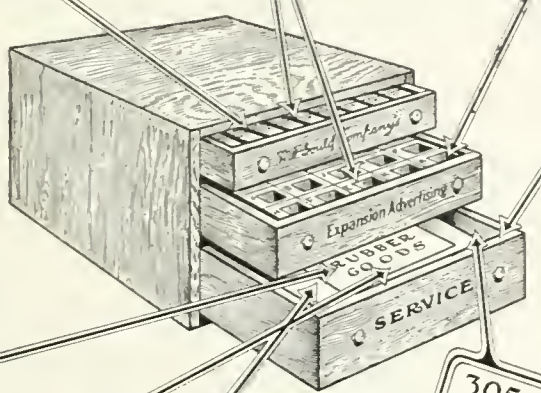
L. C. SMITH & BROS. TYPEWRITER COMPANY

Home Office and Factory - SYRACUSE, N. Y.

Branches in All Principal Cities

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention



129 Indestructible SOLID METAL ARTICLE CUTS

1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS

16 Indestructible SOLID METAL Illustrated Headline CUTS

Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place

4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS

171-Article CUT Combinations for RUBBER GOODS 173-Ideas for Advertising including copy. A mass of sales and advertising information. All this exclusively for RUBBER GOODS

263-Article CUT Combinations for SUNDRIES 315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.

PRINTED and ILLUSTRATED IDEAS for
Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.

305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M.P. Gould Company
120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once ➤

Above Solid Oak Cabinet
FREE
Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____
Street _____
City _____ State _____

B P. May

Hypodermatic Tablets

that every physician wants

Our hypodermatic tablets are the hypodermatic tablets most commonly demanded by the medical profession.

There are reasons—good reasons—for this preference of physicians.

1. Our hypodermatic tablets are made from rigidly tested materials.

2. They are of assured purity and activity.

3. They are of definite strength.

4. They are freely soluble.

5. They are liberally advertised and detailed.

Specify "P. D. & Co." on orders to your jobber.

Our Catalogue, pages 82-90, shows every drug and formula in demand.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U.S.A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

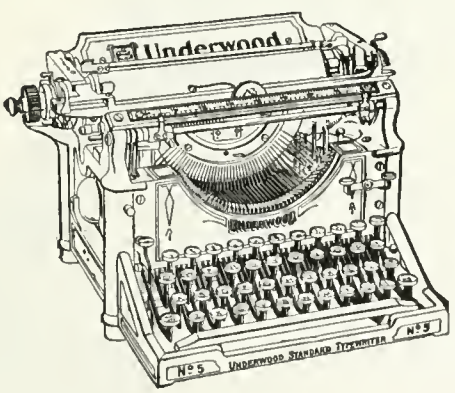
LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

THE
UNDERWOOD
TYPEWRITER

Shortens the day by lessening the work

INTERNATIONAL RECORDS FOR

Speed, Accuracy, Stability Prove this.

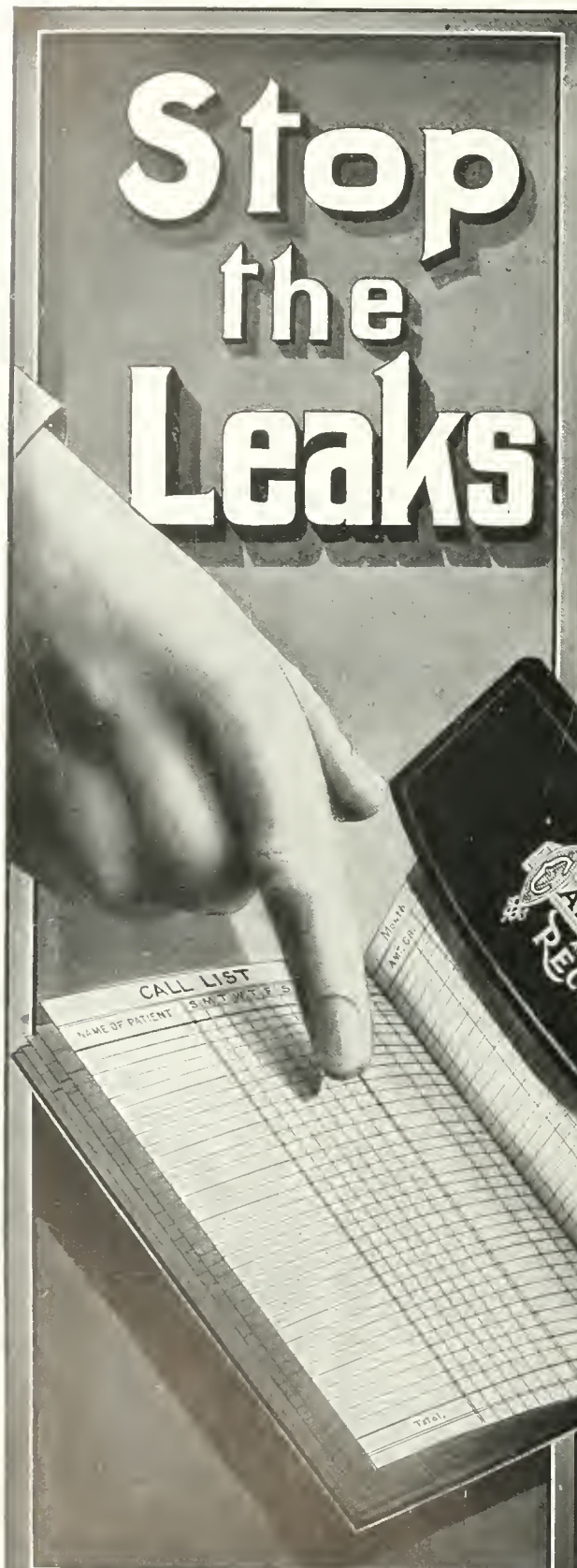


ALL ARE HELD BY THE

U N D E R W O O D

"The Machine You Will Eventually Buy."

UNDERWOOD BUILDING, - NEW YORK.



THE PHYSICIAN'S PERFECT CALL LIST

AND RECORD

is a veritable boon to the practitioner of medicine. It provides a simple, efficient method of bookkeeping. It saves time. It prevents losses.

With the ordinary system (or lack of system) the physician trusts too much to memory. As a result many little accounts are entirely forgotten. In the course of a year they amount to a handsome sum. With the **Perfect Call List** he takes care of each item when it is fresh in mind. *He nails it on the spot.*

A CAPITAL PRESENT FOR THE DOCTOR

The **Call List** is an admirable gift for your physician friends—a book which will be consulted many times every day and which will serve as a constant reminder of your store.

Every year we receive thousands of orders from druggists for copies of the **Call List** for presentation to their medical patrons. We would like to have *your* order. The cost is small and will be returned to you many times in increased prescription business.

PRICE TO THE TRADE, $1.50 EACH, LESS 25 PER CENT

Morocco bound, full gilt edges. Name of the physician, "Compliments of" and name of the druggist (or his pharmacy) embossed in gold free of charge.

LET US HAVE YOUR ORDER NOW!

E. C. SWIFT, Publisher

Box 484, DETROIT, MICH.

European Office: 19 and 20 Great Pulteney St., W., LONDON.

Federal Anti-Narcotic Law

and

GLYCO-HEROIN (SMITH)

The composition of Glyco-Heroin (Smith) is not being changed to meet any of the exemptions or privileges allowed under the so-called "Harrison Anti-Narcotic Law."

Glyco-Heroin (Smith) will remain just what it always has been and just what it was always intended to be, viz., a stable, uniform and dependable product for the convenience and use of physicians only, in the treatment of Cough, Bronchitis, Whooping Cough, etc.

The physician ***in prescribing*** Glyco-Heroin (Smith) will simply use ordinary prescription blanks, giving the name and address of patient, his own name and address in full, his registry number and date when written. He is not required to use Internal Revenue Blank Forms or to make copy or other record.

NOT RETURNABLE

The use of Glyco-Heroin (Smith) by the medical profession is not prohibited; it is therefore not returnable.

SUBSTITUTION

As proper and legal disposition of all narcotics must now be shown by the druggist, the records required by the Federal Law make substitution a very serious offense, and should therefore end any unfair competition heretofore experienced in the employment of a spurious article.

MARTIN H. SMITH COMPANY
New York, N. Y.
U. S. A.

Every retail druggist should carry a stock of our new pepsin.

We are producing an improved pepsin—a pepsin differing widely in appearance and quality from any pepsin heretofore offered by any manufacturer.

This pepsin is the result of a series of experiments extending over a period of nearly three years. It represents a new process in manufacture.

Our improved pepsin is light (hence attractive) in color.

It dissolves in water almost as quickly as snow.

It is devoid of animal odor.

It is agreeable to the taste.

It is practically free from digestive by-products.

It is assuredly active.

◆ ◆ ◆

The new pepsin is winning approval from physicians. It is making a hit with their patients. It will be the most widely prescribed pepsin ever produced. *You want this pepsin.*

SUPPLIED IN COARSE GRANULES AND AS POWDER.
STRENGTHS: 1000, 2000, 3000, 5000, 6000, 10,000.

Laboratories: Detroit, Mich., U. S. A.
Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—60-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer mechanic and everybody desiring records of daily events.

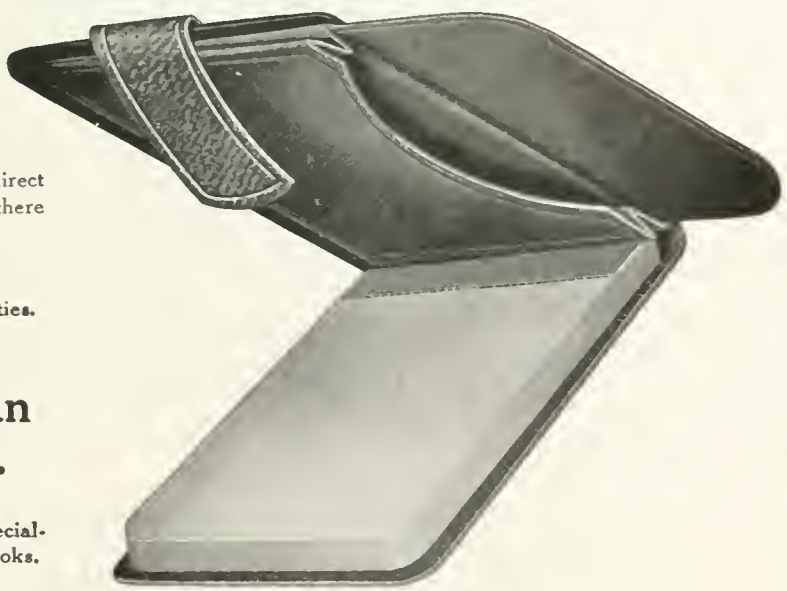
Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

Milwaukee, - Wis.

PENN

The Razor with Perfect Blades

The Penn Safety brings the right type of men to your store—and keeps them coming. The efficient, silver-plated Penn Safety shows its value at first glance and makes the sale easy. The unfailing perfection of Penn Sheffield Blades gives unqualified satisfaction and makes the re-sale of blades certain.

The Penn Safety and Penn Sheffield Blades pay you a satisfactory profit and are backed by the right kind of co-operation and judicious advertising.

It will pay you to investigate.

A. C. PENN, Incorporated,

100 Lafayette St., New York City.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., MAY, 1915. No. 5.

THE
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ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

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378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:
EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.
All business letters should be addressed:
PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

A DRASTIC DEPARTURE.

An interpretation of a phase of the Harrison law has recently been made by a Department official at Washington which is somewhat far-reaching—much more than far-reaching, in fact. It is revolutionary, and if permitted to stand will impose unnecessary hardship on both the doctor and the druggist. The opinion referred to is that a prescription calling for any amount of the proscribed narcotics must be treated as being in the restricted class, provided the prescription does not call for preparations already mixed.

This means that a prescription for a colic mixture calling for a grain of opium to the pint, *if the mixture is to be compounded by the druggist,* must be written in regular Harrison law fashion; that is, must bear the physician's name, address, and registry number, and the patient's name and address. It means, too, that the druggist must keep it on a separate file—or refuse to fill it altogether, if he isn't hand-writing expert enough to be absolutely sure that the physician's signature isn't a forgery.

The opinion seems to revolve, in some way, around the act of compounding. If there is no actual mixing to be done, then a prescription containing a much higher narcotic content does not have to be written in conformity to the Harrison law requirements. In other words, U. S. P. preparations, and preparations put up under private formula, are exempt; mixtures or preparations which require compounding after the prescription has been received are not exempt.

It does not seem that this interpretation can possibly hold. If it does much that has appeared in the BULLETIN in the past in explanation of this particular phase of the law will be entirely nullified. More than that, if it holds, the department will have reversed previous opinions or rulings.

* * *

MORE HARRISON LAW INFORMATION.

Many points in connection with the Harrison law yet remain to be settled. In our April issue we published fifty or sixty government rulings which though not, strictly speaking, a part of the measure, yet may be treated as such as long as they stand. And the Revenue Department is being called upon daily to issue more rulings and more recommendations and to answer more questions.

It is quite impossible to give space to all that develops in this connection during the course of a month, for much of it is relatively unimportant. But there are points nevertheless which should become a part of every druggist's information. For instance, every retailer should know what to do in case he sells his business, or in case he buys a store. There are narcotics involved—how shall he handle the situation?

The answer is that he should get into communication at once with the Collector of Internal Revenue in his district. The narcotics must be lawfully transferred from seller to

buyer. The purchaser must be registered—that is, must have paid the tax and received a registry number—and an order for the proscribed goods must be made out by him on blanks supplied by the government. Large order blanks are supplied for this purpose, and the narcotic drugs must be itemized—or inventoried, rather.

Moreover, an inventory of the narcotic drugs must be taken by the purchaser, must be verified by oath, and must be filed for future reference in his place of business.

* * *

OTHER RULINGS AND RECOMMENDATIONS.

It is not lawful for a druggist to refill a Harrison law prescription for a customer when the latter sets up the claim that he dropped the bottle on the sidewalk, or that the cork came out. The patient must get another prescription.

It is not necessary for a physician to write his office address or his registry number on a prescription in longhand, if the address and the number are already printed on the prescription blank. He must, however, write the patient's name and address on the blank, his own name as he would write it on a check, and the date; and in case he uses the blank for any other than a narcotic prescription he should cross out his registry number.

To secure office supplies of narcotics, a physician must use an order blank, not a prescription blank.

As the matter now stands, dentists, eye and ear specialists, etc., who administer minute quantities of narcotics are not required to keep a record of each administration. The government suggests that a record be made of the date when the stock bottle of the solution is filled, and again when it is emptied. Until further advised, the department says, this plan may be followed. Physicians engaged in general practice, though, are not permitted to do this. Such practitioners must keep a record of all narcotic drugs dispensed, distributed, or administered in their offices.

* * *

MODERN PHARMACY LAW.

The work of drafting the so-called "modern pharmacy law" is well under way. Chairman Freericks has succeeded in securing appointments of committeemen from 43 States to what is termed the Voluntary Conference. In other words, 43 States have appointed subcommittees of two, one from the examining board and one from the State association, to assist in drafting a modern pharmacy law. It is the hope that out of this propaganda a measure may be evolved which will not only be in keeping with advanced pharmacy, but which will be adopted in all the States of the Union, thus working complete harmony and uniformity.

Meanwhile various phases of the matter are being discussed, and one of the points raised is of particular interest, in view of the prerequisite agitation which is crowding itself to the foreground. Much difference of opinion exists among druggists, it seems, regarding college graduation as a prerequisite for registration as a pharmacist, and the committee drafting the modern law will no doubt experience a great deal of difficulty in reconciling these opposing views. It has been suggested that a new and additional class be created, denominated "Registered Pharmaceutical Chemists," and that the graduation requirement be applied only to this class.

* * *

NO ADDED NARCOTICS IN CIGARETTES.

An interesting investigation has been made by Azor Thurston, department chemist of the Agricultural Commission of Ohio. An analysis was made of the various brands of cigarettes on sale in the Buckeye State, the aim being to determine what substance, if any, was added to either the tobacco or the paper. This course was suggested by the fact that whenever raids were made on narcotic dens, the department invariably found quantities of cigarettes with the opium outfits.

Findings were negative. The analysis failed to reveal in either the tobacco or the paper binder the presence of added medicinal substances of a narcotic nature. Cigarette paper is, however, treated with carbonates and oxides of calcium, aluminum and magnesium—added, probably, to regulate the burning qualities. The department deduced from the findings that the well-known evil effects of habitual cigarette smoking must be attributed to inhalation, or to products formed during the process of combustion. The tobacco used in making cigarettes was found to be slightly lower in nicotine content than the average leaf tobacco.

All of which brings to mind Dr. Wiley's

pat dictum: "Cigarettes are harmful enough in themselves without seeking this extreme evil in them."

* * *

EBERLE BECOMES A. PH. A. EDITOR.

We announced in the March BULLETIN that E. G. Eberle, of Dallas, Texas, would in all probability be made editor of the *Journal of the A. Ph. A.*, and such a condition has now come about. Mr. Eberle has been appointed, and is in charge of the association's publication. He succeeds E. C. Marshall, who became acting editor following Prof. Beal's retirement a year or so ago.

Three officers of the A. Ph. A.—Treasurer Whelpley, Secretary Day, and Editor Eberle.

Mr. Eberle has meanwhile sold the *Southern Pharmaceutical Journal* to W. H. Cousins, who for a number of years has been a steady contributor to the *Practical Druggist*. Mr. Cousins recently retired from the active drug business at Wichita, Texas, but retains his membership in the State Board of Pharmacy.

* * *

CHANGING THE HOUSE OF DELEGATES.

While A. Ph. A. matters are under discussion, let it be noted that Henry P. Hynson has recently come forward with a proposition to widen the scope of the House of Delegates, and to give that body an added significance. Mr. Hynson's idea is to correlate State associations and to attach them more closely to the national body by giving their representatives sole control of the House of Delegates. According to Mr. Hynson's plan, the membership of the House would consist of three delegates from each State, Territory or Insular Possession, each delegate, however, being a member of the A. Ph. A.

Mr. Hynson is chairman of a committee appointed at the Detroit meeting to see if anything might be done to promote the usefulness of the House of Delegates, the other members of the committee being Frank H. Freericks, Joseph L. Lemberger, Dr. W. C. Anderson, and Prof. Franklin M. Apple; and the chairman advances this suggestion in the hope that a general discussion may be precipitated.

* * *

ARE TALCUM POWDERS COSMETICS?

Should talcum powders be classed as cosmetics, or as medicines? Should they pay the revenue tax or not? This is the question that certain enterprising manufacturers are putting up to the Internal Revenue Department at Washington with quite a degree of emphasis. The manufacturers base their contention that these products are really medicines on the claim that they contain both properties and ingredients which lift them out of the cosmetic class.

The Bureau at Washington seems to be inclined to emulate the late lamented Mark Hanna and sit tight. The idea is ridiculed that any talcum powder contains curative qualities, and Section B of the Emergency Tax Measure is still in full force, as far as proprietary talcums are concerned.

Suit has been started however to test the validity of the Bureau's interpretation in the courts.

* * *

GIVE THE FEDERAL MEASURE A CHANCE.

It is now pretty generally conceded that it is unwise to put new antinarcotic laws on the statute books of the different States just at this juncture, even were it possible to do so. There were States in which a revision of existing laws became necessary after the Harrison law became a fact, but for the most part it has been deemed advisable to hold definite consideration of such measures in abeyance until it can be learned how the Federal act is going to work out.

It has been suggested that druggists will find the keeping of one set of records about enough in the way of record-keeping, and that a double set is, in the ultimate, entirely out of the question. And yet if 48 States duplicate the Harrison law, without exactly paralleling it, it

might easily mean compounding the hardships in every corner of the Union. Not only would the retail dealer be obliged to keep two sets of records, but large manufacturing houses doing a national business would be obliged to keep 49 sets of records.

Preposterous, of course. And other points will develop later, without doubt. So under the circumstances it would seem best to do just what is being done in Pennsylvania—a process which consists of equal parts of keeping an ear to the ground, and of Woodrow Wilson's waitful watching.

* * *

GETTING TOGETHER. On the evening of April 19, over two hundred doctors and druggists, representing the Detroit branch of the American Pharmaceutical Association, the Detroit Retail Druggists' Association, and the Wayne County Medical Society, met in the rooms of the last-named organization for the annual get-together banquet of the members of the two professions.

The feature of the evening was an illustrated lecture by Dr. Victor C. Vaughn, dean of the medical department of the University of Michigan, and president of the American Medical Association. His discourse, entitled "The Poisonous Group in the Proteid Molecule," covered some of the causes of disease produced by poisonous substances developing in the body, and proved of decided interest to those present.

These banquets for fostering goodfellowship between doctors and druggists are annual affairs at which the members of the two closely related professions alternate in acting as hosts. This year it was the druggists' turn, and much of the success of the affair was due to the efforts of William A. Hall, president of the recently organized A. Ph. A. branch, who had active charge of the arrangements.

* * *

A MODEL ANTINARCOTIC LAW. Satisfactory conditions in the matter of antinarcotic legislation cannot obtain until all State laws are brought into conformity with the Harrison act; and ever since the passage of the latter it has been felt that the shaping of State laws should be brought about as much as possible by some sort of a concerted movement. Haphazard methods might result in further confusion.

To the end that a little assistance along this line might be available, a draft of what is known as the N. A. R. D. State antinarcotic law has been prepared by a committee consisting of Dr. J. H. Beal, Frank H. Freericks, and Hugh Craig. The draft is long, and at first glance might be deemed rather formidable; but when it is understood that it is not the idea of the committee that the measure shall be taken as a model in its entirety, but rather that it shall serve as "a body of well-considered provisions from which selections may be made for use in States where existing laws need to be revised"—then its ample and detailed provisions find full explanation.

* * *

THE PREREQUISITE IN NORTH CAROLINA. For several years the North Carolina Pharmaceutical Association has been endeavoring to get a State law enacted which would tend to elevate the profession of pharmacy. Making graduation from a reputable college of pharmacy a prerequisite to registration was the requirement aimed at, and a bill embracing this provision was introduced into the legislature last winter. Opposition developed, however, and the Association was forced to effect a compromise. The clause "graduation from a reputable college" was stricken out of the bill and "nine months' attendance at a school of pharmacy" substituted. In this shape the measure passed, and the new law will become effective January, 1918. An applicant for full registration must be 21 years of age, and must have had four years' practical experience.

* * *

WHELAN COMPANIES TO CONSOLIDATE. A consolidation of the utmost importance to the retail drug trade is said to be under way in the merging of the Riker-Hegeman Company, with its 110 drug stores, and the United Cigar Stores Company, which has a chain comprising 1100 tobacco stores. A proposal looking to this uniting of interests has been formally submitted to the stockholders in both companies, it is said, the proposal has been quite generally received with favor, and little remains to be done but to join the issues.

Preliminary to this combination, a number of changes have taken place in the personnel of the officers having in charge the various Whelan enterprises. Mr. Whelan himself has retired from the presidency of the Cigar Stores

Company, and announced that this move means permanent retirement from active participation in the affairs of any of the companies, and Alfred H. Cosden has been succeeded by John S. Alley as president of the Riker-Hegeman Company. Mr. Cosden retires at the age of 42, with holdings well over the million mark. Mr. Alley, formerly vice-president of the company, was a prominent factor in forming the holding company through which the Whelan group now controls a majority interest in the big drug corporation, and is said to be in full accord with the Whelan aims and policies.

There can be no doubt that these moves are in a sense preliminary to a period of widespread extension of the chain-store idea, and in many quarters succeeding developments will be watched with keen interest.

* * *

RISING EDUCATIONAL STANDARDS.

The Northwestern University School of Pharmacy, Chicago, announces that beginning with the session of 1915-16 the course for the degree of Graduate in Pharmacy will embrace two years of 32 weeks each, and that the course for the degree of Pharmaceutical Chemist will embrace three years of 32 weeks each—all this in conformity, it is stated, with the view of raising the standards in pharmaceutical education which the University has been urging for a number of years.

And this is unmistakably the general trend. Educational requirements are being gradually forced upward in pharmacy, and this departure on the part of the Northwestern School may be taken as a direct response to a demand that is more or less urgent.

* * *

A QUESTIONABLE EXTREME.

Dr. S. S. Goldwater, head of the Department of Health, New York City, is still active in his war on patent medicines. He has recently had a moving-picture slide made which bears this phraseology: "Advice From the Department of Health: Don't Make the Patent Medicine Faker Rich! His Claims are Always Cunning Lies. When You Feel Sick, Go to Your Family Doctor; He is Your Best Friend."

This slide is furnished "movies" free of charge; and inasmuch as the health department has the power to close theaters of this character which do not conform to requirements, some of them have thought it best to flash the doctor's message on the screen. Most of them, however, have declined to do so.

* * *

An ordinance has gone into effect in Manatee, Florida, which regulates drug-store closing hours on Sunday. Stores cannot remain open after 10.30 A.M. Nothing may be sold after that which is not bought to meet an emergency.

* * *

Dr. Albert Schneider has resigned as editor-in-chief of *The Pacific Pharmacist* to become a member of the faculty of the medical department of the University of California.

SPECIAL FEATURES FOR THE BULLETIN NEXT MONTH.

Two more prize papers of an exceedingly readable nature under the title of "Crises I Have Faced."

Several short, meaty articles on this theme: "Should We Give a Discount to Nurses, and, If So, on What Goods?"

A practical paper, based on experiment, on "The Use of Petrolatum as a Base for Oxide of Zinc Ointment."

A paper in which a druggist tells how he has picked up a lot of money in taking photographs and selling them.

"Mary's Lamb and a Corn Remover"—something quite unique in the advertising of a druggist's own specialty.

Another contribution in the new series of articles entitled "Interviews With Successful Druggists."

As usual, there will be several pages of interesting photographs of a dozen different kinds. Altogether the June issue will be one of the best we have ever published.

EDITORIAL

LABORATORY WORK IN BOARD EXAMINATIONS.

We are somewhat surprised to see that the Pennsylvania Board of Pharmacy includes no laboratory work in its examination given applicants for registration as pharmacists and assistant pharmacists. Pennsylvania is one of the most progressive States in the union—pharmaceutically and otherwise. Historically, indeed, it was almost the birthplace of American pharmacy. Philadelphia developed the first school of pharmacy, and, if we mistake not, the first association of pharmacists. For many decades Philadelphia has been the home of many leaders in pharmaceutical thought, education, and progress.

Why should a State with such a heritage fail to do the very thing which is most necessary in the conduct of an adequate State board examination?

Experts have been agreed for many years that the one best test to determine the applicant's skill, experience, and safety is a practical examination. Subject a man to questions alone, and he may, parrot-like, answer glibly and run the gamut without having much more than merely theoretical knowledge. But subject him to the necessity of dispensing four or five prescriptions, and you will soon find out whether he knows what he is talking about and whether he can actually apply his knowledge. You then put him to the actual test that he has to be subjected to in the store itself. You imitate as much as possible the conditions operating in the store, and you get at the very heart of the man's pharmaceutical ability.

In some of the smaller States, where facilities are meager, and where the item of expense has to be closely studied, a board is excusable, perhaps, for limiting itself to the asking of questions. But it seems to us that a large State like Pennsylvania ought certainly to include practical dispensing work among its tests. The Board of Pharmacy, in its last annual report, confesses that it has been asked to give practical work, and that objection has been raised by prominent pharmacists to the inefficiency of some of the registered men in the work of compounding physicians' prescriptions. The Board replies, however, that for reasons of expense, time, and the like it has not been feasible to adopt practical examinations.

We do not consider this reply sufficiently convincing. There are schools of pharmacy in Pittsburg and Philadelphia. In these cities the Board might well use the laboratory facilities of the schools. In other cities (if, indeed, it must meet in other cities) it could use a small equipment especially devised for the purpose. Certain boards in the Middle West even carry around the paraphernalia with them from place to place, although such an outfit is perhaps not adequate.

At any rate, if a large and populous State like Pennsylvania can't stand the expense of practical examinations, what State in the union possibly can? And yet we venture to say that at least ten or fifteen boards *are* using laboratory tests, and we are glad to see that the Advisory Examination Committee of the National Association of Boards insists upon this necessity.

THE TWILIGHT-SLEEP CRAZE.

Druggists, as men versed in medicinal matters, are doubtless frequently asked about Twilight Sleep. As a matter of fact, the entire public, especially the feminine half of it, has been deeply interested in this topic for the last two or three years.

Most people, however, have gotten their information from certain articles in the popular magazines, and much of this literature has been misleading. It has been written by people who were not trained to estimate medical facts correctly, and who moreover have been under the necessity of turning out articles that were readable if not sensational in character.

Not long since the subject of Twilight Sleep was discussed at a meeting here in Detroit. Prof. C. W. Edmonds, pharmacologist on the Medical Faculty of the University of Michigan, gave a lecture before the Detroit branch of the A. Ph. A., and he was followed by several obstetricians who had used the morphine-scopolamine method in quite a number of cases of childbirth. One or two of the men had even been to Freiburg and had talked with the experts there who have done so much to popularize Twilight Sleep.

The general result of the evening's discussion was to cast doubt on the wisdom of this new development in medicine. Several

statements were made, indeed, that proved little less than astonishing to many druggists in the audience. It is generally supposed by most laymen that the morphine-scopolamine combination results in complete absence of pain, but it does nothing of the kind. Even when most successful, it merely destroys the *memory* of pain, or produces what physicians call amnesia. In other words, women suffer just as much, but they forget about it afterwards. This is a distinct advantage, however, and it lessens the shock resulting from childbirth.

So true is it that the pain still exists under Twilight Sleep that padded rooms are used at the Freiburg clinic. Women often cry out in their disappointment. They feel that they have been tricked. They expected they would suffer no pain at all, and when they find the reverse to be true they are very likely to become indignant and even abusive. More than that, the scopolamine occasionally causes delirium, and this means a raving, incoherent patient. One readily understands, therefore, why members of the family are not permitted to be present at the Freiburg Hospital when a woman is being delivered.

Twilight Sleep usually means, furthermore, a longer period of labor. This in turn results in the use of ecbolics or the application of forceps—a condition of things that is looked upon as being unfortunate by physicians.

Despite all this, however, the use of Twilight Sleep is rather beneficial than otherwise to the mother. She is likely to come out of the experience with less wear and tear, and to forget entirely what torture she has undergone. With the child, however, the story is entirely different.

Here there appears to be considerable risk. The statistics of something like 800 cases seem to indicate that scopolamine narcotizes the reflex centers of the child and hinders its breathing. Cases of death have been traced directly to the use of the drug. One obstetrician present at the meeting declared that when women told him they wanted to be delivered by means of Twilight Sleep, he always explained that he would use this method but that it meant a certain risk to the child. In every case, he said, the mother declared that under such circumstances she would immediately abandon the idea.

Morphine and scopolamine have been used in 10 cases out in Ann Arbor. The percentage of forceps deliveries was greater than it had been in years in that particular hospital, and deaths of two of the infants were traced directly to the use of the drugs and could be explained in no other way.

From all of which it seems clear that, like many another medical discovery, this particular one has had too much claimed for it. It was hailed at first as a wonderful discovery of great human value, but it seems to be settling down now into its proper place in the niche of human knowledge.

AUTOMOBILE TIRES A NEW SIDE-LINE.

In reaching out for new business, druggists in many sections of the country are stocking automobile tires and accessories. It is pointed out that these lines are in good and growing demand, that the druggist usually is particularly well located to handle this trade, and that the margin of profit is good. Several rubber goods manufacturers are aggressively pushing the sale of their particular brands of tires along these channels.

Many druggists contend that any legitimate line of goods on which the margin of profit is sufficiently alluring, and which can be handled without sacrifice of prestige or undue sacrifice of time, may reasonably be considered as a satisfactory drug-store sideline. They therefore see nothing particularly out of joint in the idea of druggists selling automobile tires.

The fact that the idea is comparatively new is rather a point in its favor.

WINDOW DISPLAYS WANTED.

For the first time in several years we have run out of window displays. We need some more. Have you got any good ones?

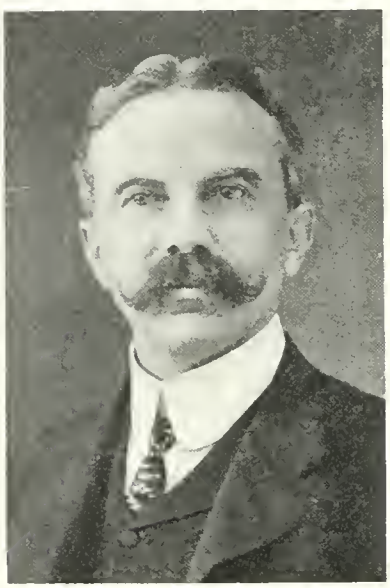
We offer $5.00 in cash for every photograph that we accept for the main body of the journal. The pictures must, however, be very sharp and distinct, must be horizontal instead of upright views, must have a general instead of a merely local appeal, and must be at least 6½ by 8½ inches in size. Of course we shall need something in the way of textual description also.

Have you got anything that you can send in?

ABOUT PEOPLE

DEATH OF F. M. FISK.

The late Fred M. Fisk had enjoyed a very interesting career. Becoming a traveling salesman for Parke, Davis & Co. relatively early in the history of the house, about 30 years ago, he was sent out to the Pacific Coast at a time when that section of the country seemed very remote from the Detroit headquarters. He succeeded so well, however, in blazing the trail that he was afterwards sent on a trip around the world. The final establishment of branches in



FRED M. FISK.

Japan, East India, and Australia was the result of his pioneer work.

In the meantime he had been sent to London, and the establishment of a branch there under his jurisdiction followed soon after. The London business grew until it spread over Europe and down into South Africa. In time Mr. Fisk came to be the general of a small army of 700 employees in the London office, at the European laboratories in Hounslow, England, and on the road.

Mr. Fisk became a prominent figure in London, especially in the affairs of the American colony and in Masonic circles. He was Master of the American Masonic lodge at the time of his death, secretary of the London branch of the American Navy League, and president of the American Society.

Mr. Fisk's successor in the management of the European headquarters of the house is his brother, Harry J. Fisk, who has long been associated with the London management in many important capacities, and who, we understand, was in charge of the business during the illness of his brother.

A NICE COMPLIMENT.

John Hurley, of Little Falls, N. Y., a member of the State Board of Pharmacy, has recently been appointed by Governor Whitman as manager of the New York State Hospital for Incipient Tuberculosis at Ray Brook. This will not make it necessary for Mr. Hurley to give up his business.

PROFITS AND EARNINGS

A KANSAS STORE.

Expenses are too high here. Thirty-seven per cent is altogether too heavy. Gross profit isn't bad—44.4 per cent. But with the expense of doing business in the neighborhood of 10

1 Cash received from all sales and book accounts			$ 9607.36
2 Book accounts beginning of year	$656.84		
3 Book accounts end of year	$771.44		
4 Difference in book accounts		$	114.60
5 Net sales for the year			$ 9721.96
6 Inventory of stock beginning of year		$	6067.01
7 Purchases during year		$	5274.67
8 Total cost of merchandise		$	11341.68
9 Inventory of stock end of year		$	5935.61
10 Net cost of merchandise sold during year			$ 5405.97
11 Gross profits			$4315.99
12 Current expenses			$3600.50
13 Net profits			$ 715.49
14 Total income from business			$1791.58

or 12 per cent above what it ought to be, we must not be surprised to find the net profit below what it ought to be. It should be about 10, and we are able to wring only 7.4 from the figures submitted.

KANSAS NO. 2.

Our friend in Kansas gives us a double set of figures, and incidentally much hard thinking to little purpose. The first set of figures is supplied on our regular form, and is herewith presented.

The next set is supplied on a form of his own, and the two sets do not agree. A footnote reads in part like this:

"According to our merchandise account in our ledger, we sold goods to the amount of $14,648.71, but our cash sales show only $14,219.61. Why this difference?"

We have no way of knowing. After we have subtracted the difference in book accounts ($163.57) we still have a discrepancy of $265.53. Either the sales account is wrong or

1 Cash received from all sales and book accounts		$ 14219.61
2 Book accounts beginning of year	$333.89	
3 Book accounts end of year	$507.46	
4 Difference in book accounts		$ 163.57
5 Net sales for the year		$ 14383.18
6 Inventory of stock beginning of year		$ 4657.12
7 Purchases during year		$ 9312.51
8 Total cost of merchandise		$13969.64
9 Inventory of stock end of year		$ 4298.46
10 Net cost of merchandise sold during year		$ 9671.18
11 Gross profits		$ 4712.00
12 Current expenses		$ 3268.58
13 Net profits		$ 1443.42
14 Total income from business		$

the merchandise account is wrong—or they are both wrong.

Our correspondent evidently keeps double-entry books. How does he succeed in striking a monthly balance?

Figured on the basis of the figures set into our form, Kansas No. 2 is making 32.7 per cent gross profit, his expense expressed in percentage is 22, and he pulls out a net profit of 10.7.

A WISCONSIN STORE.

Wisconsin will scarcely recognize his statement. We were obliged to make several much-needed repairs.

However, when properly ironed out the showing proves to be very creditable.

1 Cash received from all sales and book accounts		$10699.38
2 Book accounts beginning of year	$133.84	
3 Book accounts end of year	$418.06	
4 Difference in book accounts		$ 284.22
5 Net sales for the year.		$10983.57
6 Inventory of stock beginning of year		$ 3006.00
7 Purchases during year.		$ 8262.21
8 Total cost of merchandise		$11287.21
9 Inventory of stock end of year		$4567.90
10 Net cost of merchandise sold during year		$ 6719.31
11 Gross profits		$4264.26
12 Current expenses		$2802.90
13 Net profits		$1461.36
14 Total income from business		$

The gross profit, in percentage, is 38.8, the percentage of expense is 25.5, and the net profit is 13.3 per cent.

A COLORADO STORE.

In this statement from Colorado we encounter an abnormally large net profit (18.9 per cent); so large, indeed, that we harbor the suspicion that a proprietor's salary has not been included in the expense account.

However, the figure, high though it is, may

1 Cash received from all sales and book accounts		$15171.95
2 Book accounts beginning of year	$998.34	
3 Book accounts end of year	$763.65	
4 Difference in book accounts		$ 234.69
5 Net sales for the year		$14937.26
6 Inventory of stock beginning of year		$ 3926.34
7 Purchases during year		$9280.91
8 Total cost of merchandise		$13207.25
9 Inventory of stock end of year		$ 4344.67
10 Net cost of merchandise sold during year		$ 8862.58
11 Gross profits		$ 6074.68
12 Current expenses		$ 3265.15
13 Net profits		$ 2809.53
14 Total income from business		$

be all right. Expenses are low—21.7 per cent—and the percentage of gross profit—40.6—is good.

A WORD IN GENERAL.

We occasionally receive an unsigned communication, and accompanying it a business statement or two. Now we do not like these for two reasons: they show first a lack of confidence in us; and secondly we are unable to ask questions if there is anything in the statement that we do not understand.

We never publish a correspondent's name in this department, so no fear need be felt on that score. We give merely the name of the State.

Another thing. We much prefer to have the statement made out according to our blank form. Nearly fifteen years of experience has taught us the wisdom of this course, for in no other way can we be absolutely certain that our conclusions are correct. We have therefore adopted the practice of returning complicated statements, sending with them one of our blank forms, and asking that the proper entries be fitted into them. When we have not been supplied with an address we are unable to do this.

We have two such statements now on hand. They are very much involved, both correspondents being evidently all tangled up in a maze of double-entry bookkeeping technicalities. We cannot do anything with these statements. They are both loaded with extraneous matter, and in each case some of the necessary entries are lacking.

We would therefore ask that our South Dakota and our New Jersey friends make out new statements, supplying only the information called for in the forms. Just what is wanted may be learned by studying the statements treated in this issue of the BULLETIN.

R. H. Stickney's home, Anniston, Alabama. Notice the snow—real snow. It stayed on the ground three days, a most unusual thing. Our picture shows only a part of the beautiful grounds surrounding the house.

E. R. Pool's residence, Panhandle, Texas. This snapshot was taken on Christmas day, 1914, after a light snowfall—the latter just to remind the people of Texas that there is such a thing as a North Pole.

This is a picture of the residence of Druggist Bode, at Plymouth, Wisconsin. Here is where we might expect the snow, rather than in Texas or Alabama. The bungalow was snapped in summer, evidently.

Disciples of Davy Crockett—S. F. Cann, druggist at Red Hook, New York, to the right, between the two fierce-looking dogs. The seven coon-skins hanging above represent two nights of strenuous activity.

A page of pictures.

We are indebted for the pictures on this page to Dr. S. S. Coleman, manager of the East Indian branch of Parke, Davis & Co., located at Bombay. In this view we have a picture of Dr. Coleman riding in South India.

This picture was snapped in Java. The building shown in the view is the rest house on the way up to the famous volcano in Java. The method of transportation is different again!

A Manila picture. E. G. Swift, General Manager of Parke, Davis & Co., stands at the left, and the other four gentlemen are Messrs. Kuypler, Stahlbeck, Coleman, and Ruston. Messrs. Kuypler and Stahlbeck are associate managers of the prominent drug firm of Stahl & Rümcker in Manila.

Dr. Coleman has traveled so much all over the Far East, and has used his camera in the meantime to such excellent advantage, that he has a collection of pictures of unique interest. Here we have a view showing a couple of natives bathing and resting the elephants at Kandy in Ceylon.

In the Far East.

R. E. Colwell, whose drng store is operated nnder the firm name Johnson & Johnson, at Charlottetown, Prince Edward Island, Canada, and Frank Longhurst, a Parke-Davis traveler.

The Hospital Pharmacy, Tokio, Japan, nses native messenger boys in its delivery service. They are neatlv uniformed and ride bicycles. Jasper Fenner, a Michigan man, is manager.

Elsworth and Frederick Wright, children of Mr. and Mrs. A. V. Johnson, of the Johnson Drug Co., Balmorhea, Texas. Elsworth is 6 and Frederick 4.

A disciple of Esau, the mighty hunter, or, in other words. Carson Angel and the bear Betsey killed. Mr. Angel is a P-D traveler, and bruin died near Lasseck's Peak, Cal., Nov. 1, '14.

Just four pictures.

A Japanese Picture.

On another page we are showing four photographs taken by Dr. S. S. Coleman in the Far East. This view, also one of his, shows the drilling of Japanese schoolchildren in Tokio. The permission of the army officer in charge had to be gotten before Dr. Coleman could take the picture.

A Real Countess Selling Toilet Goods.

The Countess of Kinnvull serving as a shop girl in a pharmacy at Perth, Scotland. The Countess has been active in raising funds in behalf of wounded soldiers in local hospitals, and on March 24 and 25 she had charge of the sale of perfumes, soaps, etc., in the Ferguson Pharmacy, John Forbes, proprietor. More than 600 pounds ($3000) was taken in. The Countess stands at the left, holding a bottle in her hands.

Crises I Have Faced.

Here we have an authentic human-interest experience; a true account of a bad situation successfully faced. The writer received the first prize in our recent contest. Two other prize-winning papers will be published next month, and they are not less interesting and readable than the present contribution.

ROBBED BY A PARTNER.

By E. J. Reed.

Since this story is true in every particular, and all of the characters are still living, it is necessary for me to write under an assumed name to conceal the identity of the individual who caused me so much trouble, and who blighted the memory of many years of pleasant business association.

Our firm had prospered for ten years. My partner and I were probably rated among the most successful young druggists in that particular section of the State, and our business had grown to the point where we needed much larger quarters. So we bought the best corner property in our city, and upon it we erected a modern building with ample store rooms below and physicians' offices above. To accomplish this our financial obligations were heavy, yet we felt sure that we could meet them from the rentals and from the business we were enjoying.

However, in order to make the best arrangements for financing our proposition we incorporated our business. My partner and his wife held half of the stock, and the remaining half was in my name.

Everything seemed bright in the new location. Our store rooms all rented readily, the doctors flocked to our offices, and our building was soon filled at good rentals.

A FALLING OFF OF RECEIPTS.

Our drug trade increased by leaps and bounds. Things went well for a few months, and then my ledger footings began to show a gradual falling away of profits. I called my partner's attention to this, and he said it was "probably due to increased incidental expenses because of the new and larger quarters." But this did not quite satisfy me.

Then followed nerve-trying days of quiet investigation in which it gradually dawned upon me that some one was robbing our business.

By chance I discovered that my partner was using a small compartment in the store safe, although it had not been used for years as both keys had been lost, and it was not particularly needed. This fact led me to suspect him.

I fairly hated myself for giving way to this suspicion, but my situation was desperate. I determined to find out what my partner was keeping in that compartment.

On the pretext that I had left my bunch of keys at home, I borrowed his for minor use one morning. I returned the keys to him within a few minutes, but in that time I had made some careful wax impressions of a strange key I found on the ring, and these I carefully stowed away in a safe hiding-place.

It was a tedious job for me to make a key from the wax impressions, but finally I shaped one up, and when I tried it, it worked.

THE COMPARTMENT'S CONTENTS.

I felt like a sneak-thief when I nervously opened the little compartment, but this feeling promptly changed to one of amazement, and an indescribable sinking of heart, as I gazed on the most wonderful collection of beautifully lithographed certificates of stock in gold mines and oil wells that I have ever seen in my life.

I knew intimately my partner's sources of income, and I realized that these purchases had far exceeded his legitimate power to buy.

Then came sleepless nights, trying to figure out the system whereby he was robbing me, and means by which it might be prevented. First of all, it was necessary for me to suggest some new accounting system, and even some new cash registers. When he accepted these readily, enthusiastically, even, I hoped that he might yet be won to the path of honesty, and assured myself that I would be willing to forget the past, if I could but bring him back to the right track, and possibly cause him to make a voluntary confession.

However, all this soon went the way of impractical dreams. The thefts continued; in-

creased, even. And thus in the end it was forced in upon me that I must do something definite to protect myself.

When I realized that he and his wife had equal power with me as stockholders, and the advantage as directors, my case seemed hopeless. To bring the matter into court would mean notoriety, a thing I decidedly wished to avoid, for it might ruin the business. And besides all this, I wanted to shield my partner's wife from suffering, for she came from one of the finest families of the community and was in no way responsible for her husband's wrong-doing.

Once while I was filling a prescription I saw him pocket three dollars from a four-dollar sale. When he came back behind the prescription counter his mental state was so much more balanced than mine that I asked him to finish the job of compounding, as I had forgotten whether I had put in all of the ingredients. Accordingly I poured my mixture into the sink, and took a walk in the fresh air.

A DETECTIVE PUT ON THE TRAIL.

I resolved on an extreme course. I hired a detective, and he began work at once. And then followed uneasy days for me—days and nights during which I felt guilty and disheartened. For the detective was finding evidence enough. It did not take long to weave a net from which there was no breaking away. We soon had evidence enough to send the thief up for the rest of his natural life, if he got the limit on each count.

I shall never forget the expression of my partner's face when we called him back of the prescription case one night, locked the doors, and confronted him with the evidence of his guilt. He made no attempt at denial—saw, doubtless, that it was useless to do so.

With his head hanging low he admitted it all. He had been dragged into it, he said, by a desire to get rich quick; the drug business was too slow. When some of the mines panned out, or some of the oil wells gushed, he had intended to put back everything he had stolen.

He agreed that it would be impossible for us to continue together any longer.

THE OUTCOME.

I offered to sell to him on the basis which he had estimated to be a fair valuation of the business a few days before, but he did not see how he could raise the funds; moreover, he said that he did not feel entitled to either credit or consideration on my part. I then demanded his resignation as an officer of the corporation, and he signed an agreement then and there which I had in readiness, and by which he sold his interest to me at the same price I had offered mine to him. As a result I bargained for the store, not knowing that night where I stood financially, but confident that I would be able to make arrangements somehow.

Early the next morning I laid the entire matter before my banker. He diagnosed my financial case as critical, but promised to stand by me. Others to whom I was in heavy debt also assured me of their support, and I started out on the long, hard pull to get out of the deep hole in which I had been placed.

A few days after the papers had been signed my former partner regained his "nerve," and came back to tell me again that he had intended all the time to pay me back when he had made his fortune from the gold mines. I asked him if he had kept account of how much he had taken so that he would know how much to pay back when that time came, if it ever did; and when I assured him that if he cared to make up such a schedule I could assist him by supplying accounts of his expenditures for a year, together with photographs of certain checks he had issued and certain stock certificates he had received, he began to realize that I still had evidence with which he had not yet been confronted. Apparently he was perfectly satisfied to get out of it as easily as he did, although he has since told friends that I "beat him out of his share of the business."

After so many years of pleasant association together, do you wonder that it is hard for me to write of this particular "crisis" which I faced?

I don't like to contemplate it, at times. It does not present what might be termed an altogether pleasing retrospect.

One of the main features of the June Bulletin will be two more prize articles entitled "Crises I Have Faced."

Monthly Prize Questions and Answers.

Two phases of the perfume business are discussed in the five papers presented this month. From the number of responses received in answer to the question, "Where is the proper place to keep perfumes, and what is the best way of displaying them?" we have selected two that are best suited to bring out the different methods employed by various druggists. These papers are supplemented by a series of three on the subject, "What is the best way to build up a trade in bulk perfumes?" It would appear from these papers that druggists are alert to the possibilities of the perfume business and are striving in many ways to capture their share of it.

Where is the Proper Place to Keep Perfumes, and What is the Best Method of Displaying Them?

Answers to a question announced in October.

PRIZE ARTICLE: KEEP PERFUMES NEAR THE FRONT OF THE STORE!

By Wm. M. Linnett.

The perfume case should be near the front part of the store, but not where direct rays from the sun can strike it. No other item causes so much trouble as does sunlight in producing "fatty" changes—that is, in breaking up the original esters of the delicate odors. A mellow-lighted spot with the case so placed that patrons can walk right up to it is the best location for it.

The first impression the eye takes note of on entering any place—be it theater, graveyard, or drug store—is the color scheme. For the perfume case this should be of green in carefully selected and properly associated tints. In this way the case and contents can be featured as a distinct factor no matter what the general store fixtures may be.

ARRANGEMENT OF THE SHOW-CASE.

All shelves and step-strips inside the case should be of ⅜ inch plate glass with edges polished and rounded. The counter-shelf should be of ⅞ inch plate glass and of ample width to act as a sales-counter. More goods will be sold if the case is without doors than if it possesses them. It's more free and inviting. If there must be doors they should be either of the sliding or rising variety, but not the kind that swings on hinges. Some dealers imitate the "pier mirror" by having the perfume case shelves quite narrow and run them from base to cornice with no dividing counter-shelf.

The display of open stock in pint and half-pint original containers with the maker's label on them is most important in stores having a 5- and 10-cent trade. It is a silent, convincing "talk" and never fails to deliver the goods. It is truthful, and truth never has a come-back.

Where quart, half-gallon, or larger bottles are featured as continuous display items about the counter-shelf, they should be stepped on squares of ½ inch plate glass, with rounded corners and beveled edges. These pieces of beveled plate lend a most brilliant effect against the round edges of the shelves and counter-shelf; the association and harmony is perfect. If elaborated more, the ornamentation would dwarf commercial value to ultra-artistic effect; people would have a look-fest and forget to buy.

SAMPLE VIALS INDUCE PATRONAGE.

An air of liberality should pervade everything in and around the perfumery display. Sample vials—long one-drachm homeos, half filled—are a 100 per cent convincing ad of the come-again class. Daintily tinted pieces of superior blotting paper, in various shapes, with a single line of printing in ten-point light-face type, will give the wide-awake salesman a chance to use his judgment by inscribing "Ida's Green Rose" on a cream-tinted one to be given to a prospective brunette patron, or "Lilly's Linden Lilac" on an azure blue to be handed to a blonde.

In retailing it is well to have vials of correct size at hand so as to avoid measuring. To measure perfume looks mean and close-fisted; it certainly is a negative ad. All one-, two- and four-ounce packages should be on the shelves above the counter-shelf. Some of the packages should be shown standing, while a few of the others should be displayed in open boxes. Anything not transparent, as boxes, detracts from

the brilliancy, while a super-brilliancy is the effect that transparent cut glass gives. Cut glass in abundance, however, will overawe the commercial end.

NEAR THE WRAPPING COUNTER IS THE PROPER PLACE.

By Harry Bell.

Eleven years' experience as clerk and manager has demonstrated to me that the best place to display perfumes is in a position near the wrapping counter.

Temptation rather than necessity is the cause of a large percentage of perfume sales, particularly to women customers. A woman while waiting for her purchase to be done up will invariably seek to occupy her mind by amusement of some sort. Consequently an attractive display of perfumery arranged near to the counter where she is standing will, if shown in an alluring manner, take up her attention and frequently lead to a desirable sale.

A number of bottles of the same size and uniformly labeled, when arranged on glass shelves supported by glass pedestals, makes an effective means of display for the perfume stock that can be produced for a very small investment. The containers should be kept filled in order that the action of the air on the perfume may not cause a deterioration. The outside of each bottle, and the edges of the neck and stopper particularly, should be cleaned and polished frequently, using for the purpose a little grain alcohol.

CHANGE DISPLAY FREQUENTLY.

One display must not, of course, be kept unchanged for any great length of time. Occasional rearrangements of the stock are required so that the exhibit always looks clean, sparkling and free from dust, and also because a new arrangement of the bottles creates a new interest in the display on the part of regular customers who have seen the old assortment a number of times before.

An assortment of odds and ends of items in the perfume stock can be effectively displayed by exhibiting them on an improvised mound covered with royal purple cloth. The packages are to be scattered promiscuously over the mound. A few vases of flowers (either artificial or real) accompanying the display, add appreciably to the decorative effect. The flowers should be used sparingly, however, lest they destroy the effect of the arrangement by giving a too-great conglomeration of colors and distracting attention from the goods.

TO DISPOSE OF SLOW SELLERS.

Slow sellers which have been allowed to accumulate in stock, when exposed in this manner, can often be disposed of by a suggestion on the part of the clerk to customers who are looking for odors different from those that they have been in the habit of using.

In showing bulk perfumes we waft the stopper through the air several times in order that the alcohol may evaporate from the stopper before allowing the customer to test the odor. A filled atomizer is also used to afford the buyer a chance to try an odor. An occasional spraying of the air in the store with an atomizer of perfume leads, in many instances, to good sales. When possible, we show and try to sell original packages of perfumes in order to get away from ten- and twenty-five-cent sales. An attempt tried and lost is better than one not made.

What is the Best Way to Build Up a Trade in Bulk Perfumes?

Answers to a question announced in November.

BLENDED ODORS THE BEST SELLERS.

By William J. Richards.

Before deciding to push bulk perfumes, in preference to package goods, we made sure that they would give us more satisfactory returns financially; and here are the reasons upon which we based our decision:

Bulk perfumes are easier to sell because the customer can sample them before buying. With them any quantity desired can be sold; the amount is not arbitrarily fixed as in the case of package extracts. They show a greater margin of profit than do the packages, which, because of lively competition, are frequently sold at cut rates.

In establishing our trade we feature a few good odors that we have the exclusive agency for and especially do we push those made by blending two or more stock extracts.

The really fine bouquets that can be produced by the blending process are quite remarkable. They are different from the ordinary

straight scents such as carnation, heliotrope, or violet, which can be obtained at any perfume counter. They appeal to many women because of the subtlety of the fragrance produced and the distinct air of personality imparted. A valuable feature resulting from the blending of odors is that we can, in this way, get rid of slow-selling extracts that have accumulated in stock.

SELECTING APPROPRIATE NAMES.

To these various blends we give catchy names, as those which may be of especial appeal to the people in the locality, or else we use the name of something that is very popular or well known at the time of introduction. These names help to popularize the perfumes and aid us in getting good prices.

Because of the comparatively small volume of perfume sales but little money can be expended in newspaper advertising. There are, however, several schemes that we have used to boom our sales of the line.

One way is to have several atomizers, each containing one of the blends that we are pushing, placed on the counters within reach of any customer who wishes to sample one of the odors. At certain times when there happen to be a number of women in the store it is a good idea to perfume the room with the scent from one of the atomizers.

PERFUMING MOVING PICTURE HOUSES.

Good results have been obtained by perfuming the local moving picture theatre on certain evenings and showing, on these nights, a slide advertising the perfume used. Another plan we have used is to distribute small sample vials of the various odors to prospective customers. Giving away scented blotters has also helped.

An important point to be borne in mind is that when a woman customer finds the particular perfumes that appeal strongest to her she wants her toilet waters, soaps, powders, etc., in that same odor. In supplying those wants there is created an additional field of profit.

KNOWLEDGE OF THE ART OF PERFUMERY THE PRIME REQUISITE.

By Alvin Chester Webb.

The primary step in building up a trade in bulk perfumes is to take a course of study in the art of perfumery. Such a procedure is not academic nor far-stretched but very much to the point, for upon the druggist's knowledge of the various perfumes handled depends his ability to sell them in the place of the skilfully and persistently advertised trade-marked extracts.

It is of course necessary to advertise in various ways to create a demand for bulk perfumes, but a druggist must be qualified to meet the demand before he creates it. He must be competent before he lets his competency be known.

HOW TO START A SELLING TALK.

The druggist coming in personal contact with his trade and possessing an intimate knowledge of his subject creates a prestige for himself that enables him to command the best and most patronage.

A few casual remarks on the history or manufacture of perfumes makes a good conversational opening. They usually interest the customer, impress upon him the druggist's familiarity with the articles, and often lead to a substantial sale. A thorough familiarity with the different floral odors teaches the druggist to judge which are most acceptable to his various customers, and by intelligently aiding them in the selection of favorite odors makes permanent customers for the particular extracts that have the strongest appeal.

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **Does it pay to cultivate the veterinarian?** *Submitted by H. W. Miller, New York City.*

2. **Should a druggist marry?** *Submitted by Jacob Feldman, New York City.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by June 10.

Many delightful combinations are obtainable by the skilful blending of two or more odors. The offer to reserve a distinctive blend of this sort for the use of one customer secures a profitable buyer for that combination and impresses the customer with the druggist's willingness and ability to serve.

GETTING THE CUSTOMER INTERESTED.

Here is another scheme that has produced good results: Bottles are filled with the different floral odors carried and are numbered consecutively. Women patrons are asked to identify their favorite perfume with the promise of a small sample vial free if they succeed in establishing the identity. Such a proposition is generally acceptable and interesting to customers. It makes them familiar with the various extracts carried and often leads to future sales.

At certain times of the year, as at Easter and Christmas, when it is desirable to make little gifts to patrons, very pretty paper flowers may be obtained at reasonable prices. These flowers are to be scented with the corresponding extract just before sending or giving them to customers. Such a gift is sure to be appreciated. A small tag attached to each flower explains the quality and price of the perfume.

Window displays of the goods and pamphlets describing them serve to further attract the attention of the buying public, but it has been my experience that the greatest benefit is to be derived from personal endeavor backed up by a thorough knowledge of the art of perfumery.

PUSH ONE GOOD ODOR AT A TIME.

By E. A. Perrenot.

For years the sale of perfumes has been gradually drawing away from the drug stores, going instead to department and to five- and ten-cent stores. These latter did more than take away trade; the cheap nature of the stuff they sold doing much to turn refined people against the use of any kind of perfume.

The past few years, however, has shown a tendency on the part of the discriminating public to look for something better, quality rather than price being the object.

The druggist who handles high-grade perfumes can get his share of the business and make a reasonable profit on it, provided he goes after the business in the proper manner, and he need not stock the high-priced foreign perfumes, either. These are sometimes nothing but old stock odors, variously blended, to which have been given fanciful names and fictitious values. Owing to competition, they frequently have to be sold at prices that barely cover the cost of doing business.

I have found that the most business and the best profits are to be obtained from pushing a line of my own. There are innumerable good perfumes to be had in the American market, and by pushing a few choice odors sold under catchy coined names at liberal profit-bearing prices, it is possible to build up a desirable trade.

HOW EACH ODOR IS EXPLOITED.

We take one odor at a time and push it for a week, in this way demonstrating in turn each of the perfumes carried. We place on the show-case a stock bottle of the odor to be exploited, together with a neat card giving the name of the extract and its price in varying quantities. A display of the different sized retail packages is put alongside the stock bottle.

When the attention of a prospective customer is caught by the exhibit a spray of the perfume is thrown in his direction by means of an atomizer. In this way a goodly whiff of the odor reaches his nostrils; then, if he shows any interest we follow up the demonstration with a line of selling talk. Care is taken to spray at the customer and not upon him, for there are some people who object to being showered with perfume.

Another advertising medium that we are using with good results consists of small blotters bearing on the front side the list of the complete line of perfumes carried, and on the reverse the name of the odor we are pushing at the time. Each blotter is sprinkled with two or three drops of the odor and is then distributed in one of several ways that we employ. One scheme is to place a blotter in every box of stationery we sell. It gives publicity to the perfume and, incidentally, it is the means of selling more stationery.

The subject for discussion next month in this department will be as follows: "Should We Give a Discount to Nurses, and, if so, on What Goods?"

THE EXPERIENCES OF A TRAVELING SALESMAN

3d Installment

By J. E. E.

Possibly few druggists realize that, generally speaking, a detailed inventory is taken of them by their traveling men. The business a salesman gets depends on his ability to size up his man and to fit himself to his customer's peculiarities. That is, it usually does.

There are traveling men, I know, who make no attempt to fit in—who just bang away, and get there just the same. But as a rule the man with the grip uses his head.

In getting me started on the right track in this particular the pink-faced young man to whom reference has been made in the two previous instalments of this narrative was of material assistance. He gave me in detail the leanings, weaknesses, strengths, and peculiarities of every druggist in the city. He had been out over my little strip of country territory, too, and knew intimately the customers on that.

"The first town you hit on your 'bimonthly vacation,' as you call it," he said, "is Murfreesborough. There are two drug stores. Go to Huxley's first, but don't expect to find him on the job before nine o'clock. His clerk does no buying and has no influence over him. Don't talk politics and don't swear. He aims to give us half of his business and is as square as a die.

"Pete Gibbs runs the other store and is always behind in his accounts. Pete likes to hear himself talk, and will keep you there a week, if he can. Hustle him along, but don't think yourself the whole cheese if he buys everything you suggest. That would mean trouble for us here at the house, for when Pete oversteps the credit department puts a muzzle on him. We have to write him and get him to confine his requisitions to actual needs.

"The next town is Hesterville—two stores there, also. Old Hicks is from Massachusetts; raised on the northeast pinnacle of Plymouth Rock. He'll tell you that he likes this western country and has decided to stay; that he sent for his trunk yesterday and has made arrangements for board by the month. The old rascal has been on that same corner in Hesterville for forty-seven years. His clerk does most of the buying, so don't overlook the clerk.

"The other store is run by a man named Prescott, one of those Vandyke-beard, lawn-tennis, tenor-singer fellows. Ought to have been made a woman, and wasn't. A born aristocrat, though. Don't get rough or gay with him or try to crowd him; he won't stand for it. Talk Browning, Ibsen, and Louise M. Alcott—if you can.

"One store in Brocton—E. J. Swethington. 'Sweaty' runs to dogs and guns, and is one of the best wing shots in the south half of the State. Talk ducks here, and your fortune is made."

And so on down the line. Every customer was a composite of a bunch of distinct traits, it seemed, and each man must be approached from a different angle.

There were a great many questions that I would have liked to ask the pink-faced young man, but did not do so, for I didn't want him to know how green I really was. For instance, I had extremely hazy ideas as to my status with reference to competition—competing salesmen, I mean. Suppose I learned that Bill Jones, my most-dreaded rival, was going to make a town late in the afternoon—a town that according to my schedule I wouldn't get into until the day following. Should I smash up my own plans, run ahead and beat Bill to it? Was such a course legitimate? Was it what the house expected?

Again, when I came across a competing salesman in one of our city stores, should I leave him there to work his havoc unmolested, or should I call the druggist to one side and tell him to slip me the order when nobody was looking? There seemed to be something ungentlemanly—at least unethical—in butting in, and there seemed to be something cowardly in running away.

Jumping ahead, I might interject right here that the proper caper is to give a competitor every consideration. Some of my most aggressive rivals later became some of my best friends.

Then again, what about shaking hands? In making the city trade was I expected to give

the warm squeeze and the energetic pump-handle movement every time I went into a drug store? A trivial point, perhaps, but it bothered me a great deal, at the start. I had had city drug-store experience, and I tried to remember, but I couldn't. I didn't want to appear either backward or fresh, and above all I didn't want to appear either gawky or countryfied.

Ah, there was the point! I didn't want anybody to know that I was a novice. I put in much more time the first few months trying to get fitted into place than I did trying to sell goods. A sixth sense told me that a buyer has the utmost contempt for a greenhorn.

Another thing that bothered me a great deal was my lack of knowledge of prices. I thought city druggists were up in this respect, and it took me a long time to find out that they weren't—five years, probably. The idea that they were was so thoroughly implanted that it took a long time to kill it off. They don't know a whit more along this line than country druggists do; frequently not as much. More than that, traveling men don't know prices, outside of a restricted channel. A few keep their catalogues up to date, but most of them don't.

A great many times I have been asked for a price, turned wisely to a page that hadn't been touched for five years or more, quoted the ancient figure, and got an order for the item. In such cases, in sending the order in to the house I did not put down the price I had made. I didn't put down any price at all. The chances were ten to one that the figure I had quoted was not the one that appeared on the bill, but very rarely was it questioned. The reputation of the house allayed all suspicion, and the matter was not thought of again.

Of course, there was an occasional buyer whom it didn't do to handle in this careless manner. He was a price crank and he had to know; and when I gave him a price he jotted the figures down in his want-book opposite the item in question. Once in a while, too, there was a man who kept a price-book—a book in which he recorded what he paid last for different items. After I had got onto the ropes thoroughly I learned that the best thing to do with these troublesome fellows was to tell them frankly that I didn't know, thus putting the entire matter up to their faith in the house. They might sputter and froth up a little, but they seldom withheld the order.

As a rule it takes a country-bred man a long time to get the fear of the city out of his system. There is absolutely no reason why it should be there, but it is. A man raised in the country therefore prefers to get his training on ground with which he is familiar; prefers, in other words, to make country towns until he gets a grip on himself.

In my work as city salesman, it wasn't altogether a congenial task to call on drug stores, for the reasons just outlined, but calling on factories, laundries, and breweries was a great deal worse. And perhaps the worst of all was millinery stores.

There are traveling men, I know, who might find the latter task not at all irksome. I had never been classed in the bashful column, but in spite of all that I never could feel quite at home in a millinery store. It may seem somewhat strange that such institutions were down on my list, but when it is recalled that a great many stores of this nature carry a side-line of toilet articles, it may be understood why it became necessary sometimes for me to beard the hat-fixers in their dens.

I shall never forget an entire day put in with the laundries. They told me at the house that they got an occasional order from institutions of this kind for hyposulphite of soda, chloride of lime, and sulphuric acid; small orders, it is true, but nevertheless an indication that laundries used this class of goods. So I got quantity prices on the articles in question, and sallied forth.

One after another, I entered the murky atmosphere of these places, breathed hot steam and soft soap for perhaps an average of an hour in each place, quoted my prices—and got no orders. Along about four o'clock in the afternoon I struck a place where an old man with whiskers—the manager—was kind enough to tell me why. My prices were too high. He fished out a bunch of invoices and proved this to me. He told me, moreover, that without question the laundries of that city could buy the three items that I was working on just as cheaply as we could, and his figures rather verified this growing suspicion.

I could see now why I had not been able to disfigure a few pages in my order book during the day. I had been played with, much as a cat might with a mouse—and by a bunch of laundrymen. They had simply used me to check up their prices. In each place I had been

told that they, at that time, didn't happen to need any of the goods in question, unfortunately; but that they would bear our house in mind, together with the figures I had quoted, and when they ran low might favor us with an order. So far as I know, we never got a quantity order from any of them.

I had another experience very similar in nature with an ice-cream factory—an institution that also did some butter renovating. There were five or six different things that I tried to sell this establishment, but I can recall but one of them: vanilla extract. The plant was near our place of business, and the manager had me hot-footing back and forth between the two places getting quotations and shades in prices for a number of hours. Then he pulled out a drawer of his desk and took out an invoice-file—and I had another revelation coming. He could buy vanilla extract cheaper than we could; cheaper than we could make it. I had been used again as a means for verifying prices; as a means of justifying a man in buying goods somewhere else.

I didn't feel particularly pleased with either of these experiences; and I had many like them.

Another trouble I had was trying to eat dinner at supper-time; or rather, trying to go without dinner at dinner-time. Usually I got through with my forenoon's work about 11.30, and would then take a car to the house. Quite a number of the boys patronized a near-by lunch counter, and I got into the habit of going with them. I had been "raised" on a good square meal at 12 o'clock, and my system needed it. My companions had been reared differently, it appeared. All of them seemed satisfied with a piece of pie and glass of milk, or a sandwich and a cup of coffee. Here again I didn't want to appear green, so I ordered a piece of pie and a cup of coffee, and nearly starved to death during the rest of the day. Somehow, no matter how hard I tried, I never could get used to it.

Little by little all the glamor and grandeur of the situation oozed away. The hard work, due to the fact that the job required so much foot work; the fact that I wasn't making a cent; the unutterable loneliness at times—all these caused me to become very much dissatisfied. Still I didn't like to be a quitter, and my pride kept me at the task for a number of weeks after I had come to the conclusion that most anything was better than being a city salesman.

Finally, after an unusually discouraging day I made up my mind to give up the place. At the end of the week, I determined, I would give a 30-days' notice that my health wasn't good. I didn't mention this to any one, and didn't work very hard during the remainder of the week. And when Saturday came I found the job of resigning so disagreeable that I didn't do it. I put it off until Monday.

It was my custom to start a day's work from the house. I would go down about 8 o'clock and get my bunch of samples, together with a line on what the manager thought it was best for me to work on during the day, and get out about half-past eight, possibly. Most of us entered the house through the back entrance—it saved time. On this particular Monday morning when I went into the back room, I found three of the office force bunched up indulging in a little house gossip, apparently. When I came in, one of them spoke up and said, "Well, old man, we're sorry for you!"

My heart quit beating, and a number of thoughts ran through my mind. I felt absolutely certain that I had been fired, and my one big regret was that I hadn't got out from under before it happened.

However, I put on a bold front. "What's the trouble?" I asked.

"Frank Newton has quit and they have decided to put you on in his place."

I colored up like a school-girl, for as matters stood just at this juncture that was the best thing, as I saw it, that could possibly have happened to me. Frank Newton was one of the house's best men, and had the second best territory; in fact, out of the seven territories covered by regular men, Newton's was the identical one I would have chosen. I could scarcely believe the news, it listened so good.

I went directly to the office and found that what I had been told was true. Mr. Higgins asked me how I would like to take Newton's territory. I told him that I would like to do so very much, but—and here I played a bold stroke—that I would have to have more pay. Without going into unnecessary details, $15.00 was added to my monthly stipend, and one week later I found myself rattling around in a first-class salesman's discarded shoes.

(To be continued.)

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—Charles F. Mann

1st Paper

By WALTER M. CHASE

When I entered the pharmacy of Charles F. Mann, despite the fact that both of the clerks in evidence were occupied with customers, one of them immediately looked up and greeted me pleasantly. In less than a minute he had disposed of his customer and was ready to wait upon me.

That is just one instance of the service that Mr. Mann has employed to build up what is

Charles F. Mann.

probably the best-paying residential drug store in the city of Detroit. Though out several miles from the center of the city, the store is located on Woodward avenue, at the intersection of two important street-car lines, and it naturally gets much transient business from people who require to be waited upon in a hurry.

For this reason the clerks are men trained in the rapid handling of customers. They wait upon the greatest number of people in the shortest length of time and do it in a manner that leaves no room for dissatisfaction, either on the part of customers or of Mr. Mann himself. Many articles that are in constant demand, such as cigars, candy, stationery, soap, toilet preparations, and magazines, are on the tops of show-cases or else in positions where they can be reached instantly.

Aside from this considerable transient business, the store enjoys a lucrative family trade. During the twenty-seven years that Mr. Mann has been in the retail drug business he has left no stone unturned to secure the confidence of the hundreds of Detroit families who depend on him to supply their needs. He considers his chief asset to be the confidence he has established by fair dealing, by selling reliable goods at reasonable prices, and by serving every customer to the best of his ability.

TWO DISTINCT STORE CREWS EMPLOYED.

The store is open from 7 A.M. until midnight. Despite these long hours any one clerk averages but eight and one-half hours a day in the store. To effect this comparatively short day the store force is divided into two shifts, each entirely separate from the other.

One shift opens up the store and works until noon. Then the second crew comes in and stays until 6 P.M., when the first shift comes back and remains until closing time. The following day the two crews reverse positions. On Sundays one set of clerks works from 7 A.M. until 1 P.M., when it is relieved by the second shift, which closes the store at 11 P.M. By this arrangement each clerk has three forenoons, three afternoons, and three evenings to himself each week, not including his Sunday time off.

Constituting each shift are two drug clerks, a soda dispenser, and a messenger boy. In addition, Mr. Mann himself is usually to be found around the store looking after the general conduct of the business and greeting his many permanent customers. A bookkeeper and a porter are also employed to aid in the work of the establishment.

The clerks employed are particularly high-grade men receiving excellent salaries. Each one is an experienced man in his line and can be depended upon to give the service that is the foundation of the Mann success.

Mr. Mann depends upon this service, and not upon the use of newspaper space or sensational advertising to establish his store in the confidence of patrons. He makes it a point

that everything going from the store is right both as to quality and price. Substitution, either direct or indirect, is never practiced; the customer gets what he asks for without an attempt being made to sell him something "just as good."

WILLINGNESS TO SERVE A PROMINENT FACTOR.

In catering to neighborhood trade Mr. Mann and his clerks do everything in their power to make the customer feel that his best interests are being served. Any member of the store force is just as cheerful and willing when handing out the city directory, or answering one of the countless questions that are constantly put up to the family druggist, as he is in taking an order for a hot-water bottle or three dollars' worth of prescriptions.

Children, especially, are treated with consideration; the same courteous treatment is accorded them that is given to their parents. With the advent of the present-day method of telephone shopping, Mr. Mann pays strict attention to this feature of his business; his carefully worked-out messenger service insures prompt delivery of all purchases that are ordered sent to the homes.

Having a large amount of family trade, it is, of course, imperative that many accounts be carried on the books. Statements of these accounts are rendered monthly, and but slight difficulty is encountered in collecting them.

As can be seen from one of the accompanying illustrations, the interior of the store is decidedly attractive. A handsome Becker fountain extends along the greater part of one side. Plate-glass show-cases on the other side are devoted to cigars, candies and sundries. Shelves, back of the counters and at the rear, carry much of the stock. A balcony running around part of three sides of the store serves to display additional stock. On the mezzanine balcony, over the prescription room in the rear, is located Mr. Mann's desk, from which he can obtain a view of the store and keep an eye on what is going on.

THE SODA FOUNTAIN IS RUN AS AN INDEPENDENT DEPARTMENT.

The soda fountain is run as a separate department. The two dispensers, working in turn, look after all the details of the business. The sales represent nearly a quarter of the total business done by the store. Everything about the fountain is kept in a spotless condition, even during the frequent rush periods that are met with. The sanitary appearance upon which Mr. Mann insists is evident in all other parts of the store as well. No dusty or dirty show-cases are to be seen.

This building, which is the property of Mr. Mann, is located at the junction of Forest and Woodward Avenues at the intersection of two important street-car lines. The Mann store is in the right-hand corner.

The manufacture of syrups and other preparations for use at the fountain is carried on in the cellar. The two dispensers are thoroughly conversant with their duties, and it is due to their efficient work, under the guidance of Mr. Mann, that the store has a splendid reputation for the excellence of its drinks.

A lively trade is also carried on in the cigar department. Because of the proximity of the store to the street-car transfer point, and the

quite complete line of cigars featured, the returns from this department also represent a considerable figure when the day's sales are totaled.

Package candies likewise come in for a good share of the business. A liberal assortment of five- and ten-cent packages are displayed on the counters and in convenient places around the store. Higher-priced confections in both plain and fancy packages are also carried and meet with a ready sale.

The prescription department is situated in the rear of the store, and it goes without saying that here, too, is to be found the neatness and system that characterizes the entire store. Capable registered pharmacists are in attendance at all times. While Mr. Mann has never made any direct appeal to physicians for their patronage, he receives many prescriptions because of the enviable reputation he has established for himself. As an evidence of the painstaking care that has been given to this branch of the business, Mr. Mann states that never in the 27 years that he has been compounding prescriptions has a single error ever been made.

A MODEL CELLAR

The cellar under the store is used for the making of fountain preparations and for the storage of surplus stock. Here are many conveniences, not usually found in an ordinary drug store. As an example, the drain pipes coming down from the fountain are of extra size and are fitted with numerous easy-to-get-at outlets so that any obstructions can be speedily removed. Mr. Mann owns the building in which his store is located, and when he had it built he included in the construction various devices and arrangements that he had planned during his long experience in the drug business.

Interior of the Mann store. Situated on the mezzanine balcony at the rear of the store, but not showing clearly in the picture, is Mr. Mann's desk. From it he can see what is going on in the store beneath.

Charles F. Mann is a well-known figure in pharmaceutical circles, both locally and nationally. In the city and State associations he has held the highest offices, and is always to be depended upon to work for the best interests of the organizations. He was at one time treasurer of the National Association of Retail Druggists; later he was elected to the presidency. After his retirement as president he still took an active interest in directing its affairs, serving for several years as chairman of the National Executive Committee.

MY BEST PAYING SIDE-LINE—Cameras and Supplies

26th Paper

By ALFRED KRISTIANSEN

One day about three years ago I sat down at my desk during a lull in business to rest and think of new ways of increasing my sales. My stock was fresh, well displayed, and advertised as well as possible in our town of less than a thousand. Therefore, I decided to add another side-line—one that had never been carried in the town before, and I set about to find the right one.

After a few days of looking around and sizing up my trade, I settled on cameras and supplies. Knowing nothing about operating a camera, developing a film, or printing a picture, common sense told me I would have to do some studying before trying to tell my customers that a camera was just what they wanted. My wife had a camera, however, and had had some experience in developing and printing, so of course she had to tell me all about it. I also sent for catalogues and instruction books, which I studied.

When my regular drug men called, I tried to find out how other druggists were succeeding in the camera business.

One day a young salesman blew in, grip in one hand and a brand-new camera in the other. He held up the latter and asked me if I didn't think he had a "peach of a little snap-shotter!" He said he had just bought it from a druggist in a neighboring town.

HOW I GOT STARTED.

Of course I was more than outwardly interested, and by talking with him I learned that the druggist in question had put in a camera line only a few weeks before and was very much pleased with the fine business he had done right from the start.

The salesman explained to me how I could get the selling agency by giving the company an order for fifty dollars' worth of goods as a starter. That very night I sent in my fifty-dollar order and launched my selling campaign. I visited the printing office and left half a dozen short locals telling about the stock of cameras and supplies coming to my store; and before I received the goods many people had dropped in to make inquiries. Many of them were amateur photographers, it seemed, and had always sent away for supplies; but now they came in to tell me how glad they would be to be able to buy them from me.

The goods arrived on a Friday, but I did not display them until Saturday, as I spent nearly a day going over the stock, studying directions, and getting my clerks interested and enthused.

Early Saturday morning we put in a window display, and we had the crowd with us from the start. The manufacturers had included a fine line of posters and photographs in the shipment, so our window was very attractive. We sold two cameras the first day, besides germinating several other sales which we closed up later.

A PROFESSIONAL PHOTOGRAPHER BUYS.

Supplies sold well from the start, and I received many orders from near-by towns.

I had to S. O. S. a hurry-up call for more goods the first week, and sold one $26 camera from the catalogue to a young man who had been dealing with a cheap mail-order house. By allowing him a few dollars for his old outfit I made him a walking advertisement for my line, and inside of a month he brought a relative in to me who bought another $26 machine.

My initial order called for cameras ranging in price from $2 to $12, but I found that I could sell $15, $20, and $25 ones, too; so later I put them in stock.

My biggest sale was to a professional photographer. He was located in a near-by town, and had decided to buy a panoramic circuit camera. He tried to make a deal with a St. Paul supply dealer, but somehow they could not come to any agreement, and in the meantime I got in touch with him. By first giving him some post-card work to get him warmed up and then tickling him with a professional discount on supplies and also on the big camera, I sold him an outfit amounting in the whole to $150. My profit was a little better than $32.

A SEASON'S SALES.

I asked every one who bought a camera to bring me samples of pictures taken to display

in my show window. Nearly all of them responded readily, and as the pictures were all of local interest, they attracted a great deal of attention. I devoted one window to the display of this class of goods all that first summer, and people got in the habit of looking for new photos or cameras, or something new in supplies, whenever they passed the store.

I sent personal letters to people whom I thought would be interested in the line, and on the whole got good results. But my best system was talking cameras and pictures to people who came into the store.

Moving-picture slides, furnished by the manufacturers, seemed to stimulate the business somewhat, too.

When I came to figure up my sales from April to November 1, I found them to be better than $750.

Now, one might expect that after doing that well in a small town during one summer the next year would be slow. But I sold fully as many cameras the next year as I did the first year, and the supply business more than doubled.

It takes some time and study to handle the line right, but it's a nice, clean business, and the profits are very satisfactory.

MORALS AND LEGISLATIVE PROBLEMS

By JAMES H. BEAL*

Our forefathers placed their trust in an overruling Providence; the present generation relies mainly upon the legislature.

Our grandparents believed that the best method of meeting the difficulties of life was by the cultivation of the habits of thrift, economy and self-reliance, and that the proper remedy for social evils was the development of higher standards of citizenship, and an enlarged appreciation of the individual's duty to the State; now we are taught that the various difficulties of human life can be eliminated and all the ills of society cured by act of Congress or General Assembly.

A FURY FOR LEGISLATING.

The American system of commonwealths was established upon the theory that the best government was that which afforded the citizen the largest field for individual initiative and the most untrammeled opportunity for working out his own ideals of prosperity and happiness. So far have we drifted from this ancient and wholesome doctrine that we are now attempting to make each citizen a ward of the State, and to guard and direct his every act and ambition as if he were an irresponsible and heedless infant. We are piling statute upon statute, adding bureau to bureau and official to official, until the liberty of individual action and the responsibility of the citizen are becoming obscured in a maze of artificial duties and scheduled prohibitions.

For morals we are beginning to substitute the provisions of statute law; and for the dictates of conscience, the arbitrary rulings of some autocratic bureau official.

The American people have become possessed of a perfect fury for legislating. No matter what the difficulty, whether of a particular class or of the body politic; whether economic, social or moral; whether the temporary difficulties arising from the changing forms of industry or commerce, or the permanent difficulties due to the inherent qualities of human nature, the first and almost the only thought is to appeal to the law-making bodies for relief.

No member of any legislature can find the time to even read, much less to digest and understand, the provisions of all the measures upon which he is asked to vote, each one of which, if enacted, would seriously affect in greater or less degree the liberty and possessions of every citizen of the State.

The modern social-industrial-commercial system constitutes an enormous complex which defies comprehension or analysis. Every new law introduces new wheels and cogs, the ultimate effect of which upon the existing complex it is impossible to foresee, but often throwing out of gear some of the most useful parts of the social machine, these dislocations calling for fresh amendments, so that the legislation-mad reformers are continuously chasing themselves around a circle of their own blunders.

*From an address delivered before the North Carolina Pharmaceutical Association.

Granting that our highly complex society needs more regulation than the comparatively simple social organization of a century ago, it cannot be denied that the annual flood of new laws is far beyond reason or necessity.

THINGS OF MYSTERY.

The courts are clogged with the consideration of cases involved in an entanglement of obscure and frequently contradictory statutes, and then we prate about "the law's delay" and the "uncertainties of justice," when properly our censure should be directed to our system of machine-made jurisprudence that no finite intelligence can reconcile or understand.

While every occupation and industry is more or less adversely affected by this hasty and ill-considered legislation, our own particular calling happens to be one that offers especial and peculiar opportunities for legislative attacks. Drugs and medicines are things of mystery to the unlearned, who cannot comprehend how the same substance can be either harmless or dangerous, a messenger of health or an agent of destruction, according to the manner of its use; and it is this popular prejudice which makes it so difficult to combat the efforts of bucolic statesmen who seek to bridle us with ridiculous and useless provisions.

The wrong use or misuse of a drug is always more widely advertised than its proper and lawful use. The countless thousands of cases where drugs are properly and beneficially employed are never heard of, while the comparatively few cases of misuse are heralded far and wide until the reading public is led to believe that such misuses are of constant and regular occurrence, a situation which affords the savior-of-the-race-by-legislation reformer the opportunity he most delights in, and serves as the excuse for the composition of bills which would either totally prohibit the sale of useful drugs or else impose such restrictions upon their sale as to amount in fact, if not in name, to practical prohibition.

KNIVES AND RAZORS.

If it were proposed to prohibit the sale of edged tools because they are sometimes the source of injury to careless users or may be employed for homicidal purposes, the inadvisability of punishing the many for the doubtful protection of the few would be apparent to every one; yet the cases of accidental injuries from drugs or of their homicidal uses are probably much fewer in number than those which follow the general distribution of knives and razors.

Singularly enough these restrictive measures frequently seem to be aimed especially at the druggist, regardless of how much of the same products may enter the hands of the public through other sources. Some years ago, while comparing the poison laws of the various States, I discovered that some of them applied in terms to druggists only—*i.e.*, that while druggists were subjected to certain restrictions in the sale of poisonous substances, all other dealers were exempt from these requirements. Even now there is pending in Congress a bill which would impose very onerous conditions upon the dispensing of mercury bichloride by licensed physicians and druggists, but would place no restriction whatever upon its sale by other persons; or in other words, the men whose learning and experience best qualify them to handle the substance with safety to the public are to be hampered, while unqualified dealers are to be left free to do as they please.

MORE TO FOLLOW.

As druggists we do not pretend to claim that our business interests should be preferred to the public safety, nor do we object to reasonable and efficient regulations regarding the sale of poisons or dangerous drugs. What we do object to are the half-baked efforts of hysterical reformers who are unable to comprehend that the measures which they propose would interfere needlessly with the proper and legitimate use of such articles without abating the evils at which they are supposed to be aimed.

Unfortunately for our peace of mind, the signs of the times point to even more attempted drug legislation in the future than in the past.

Since the enactment of the Federal Food and Drugs Act—for which, by the way, the drug trade was largely responsible—the regulation of the sale of drugs and medicines has been recognized by the politicians as a legislative soft snap; *i.e.*, they have discovered that it is easy to appeal to popular prejudice by proposing to legislate against some alleged enormous evil resulting from the sale of certain drugs, which alleged evils may be altogether imaginary or else mole-hills magnified by the sensational press to mountainous proportions.

Their perception that food and drug legisla-

tion affords a cheap and easy path to glory has also been stimulated by their discovery that the drug trade has been willing to accept a tremendous amount of punishment without striking back at its punishers; a kind of prey which the demagogue especially delights to pursue.

A VITAL TOPIC.

For the drug trade, legislation is no longer an academic subject that may be debated pleasantly at the annual convention and then dismissed until the next meeting, but a live and vital topic which demands vigilance and aggressiveness throughout the year, if we are to avoid the gradual imposition of burdens that will at length make business conditions intolerable.

We cannot prevent the constant flinging into the legislative hopper of all sorts of meddlesome legislation, but must rely upon our efforts to prevent its enactment or secure its proper amendment; and in many cases we shall discover that the only appropriate amendment is the classic one "to strike out all after the enacting clause."

It is time that the drug trade should abandon its usual apologetic attitude when attacked in the legislature or by the sensational press, and demand proof for the asserted necessity for additional restrictive legislation. All drug legislation that does not originate with the State Pharmaceutical Association or with its legislative committee should be opposed on general principles. In other words, our attitude should be one of general hostility to all drug legislation proposed by outside interests until its propounders have demonstrated its absolute necessity, that the demand for it is not based upon exaggerated and sensational reports which have no substantial foundation in fact, and that the restrictions to be imposed will bear equally upon all who handle or deal in the same or similar products, and not merely upon the class of dealers who happen to be known as druggists.

Not only must we present strenuous opposition to unnecessary new restrictive legislation, but it is equally incumbent upon us to seek the correction of the imperfect and sometimes inconsistent measures which our past inertness and lack of interest have permitted to be placed upon the statute books.

A DISCUSSION ON PRESCRIPTION PRICING

3d Paper

Comments by BULLETIN READERS

That the question of what prices druggists should charge for prescriptions, and what methods they use to determine these prices, is of vital interest to our readers in general, is demonstrated by the number of responses we have received in answer to the various prescriptions that have been submitted for pricing in several of the preceding issues of the BULLETIN.

While the replies show that druggists are striving to get away from low prices, they also indicate that there is no uniform method employed to arrive at the desired figures. For instance, take a few of the replies submitted in regard to the following mixture:

Fluidextract of cascara sagrada ..... 3 fluidounces
Fluidextract of dandelion..... 3 fluidounces.
Elixir of senna, q. s. ad..... 8 fluidounces.

Sig.: Teaspoonful as directed.

When this prescription was presented to Hugh F. Kasey, of Mercedes, Texas, the customer desired to have it filled for 65 cents, evidently having secured it before for that price. Mr. Kasey charged $1.00 for it. Wood Taylor, of Midland, Texas, says he also would ask $1.00, and at that wouldn't be getting any more than he was entitled to. J. S. Baldwin, of Baltimore, Md., thinks $1.10 to be a fair estimate. C. R. Pike, of Willard, Mo., sets the figure at $1.25, and remarks incidentally that the man who filled it for 65 cents will soon have the pleasure of closing his doors. Frank T. Bosworth, of Wichita, Kansas, estimates the proper price to be $1.35. In arriving at this figure he follows the prescription-pricing system that has been advocated from time to time in the BULLETIN. This rule is to double the cost of the materials and con-

tainer, and charge $1.00 an hour for the time consumed in compounding.

Almost unanimously, however, BULLETIN readers agree that $1.50 is a fair and reasonable price for this one from Griffin's Pharmacy, Martinsville, Virginia:

Quinine sulphate.....1 ounce.
Fluidextract of nux vomica...1 fluidounce.
Hydrochloric acid.....q. s.
Diluted grain alcohol q. s. ad..16 fluidounces.

Make a solution. Sig: Teaspoonful every three hours in water. For horse.

Mr. Bosworth, however, thinks $1.50 a little too low, inasmuch as the cost of the ingredients is 75 cents. He would charge $1.75. Mr. Baldwin submits $1.30 as his idea of the proper charge.

Prices ranging from 40 cents to 75 cents were placed on the following:

Morphine sulphate.....2 grains
Acid carbolic.....8 drops.
Extract of witch-hazel.....2 fluidounces.
Lime-water, q. s ad.....8 fluidounces

Sig.: Use as directed.

According to the BULLETIN method, as used by Mr. Bosworth, a price of 45 cents is about right. The higher prices that were sent in to us may be accounted for by adherence to the old pricing schedule based on the volume of the mixture. In such cases a charge of 75 cents for an eight-ounce mixture is an ordinary one.

Perhaps the greatest discrepancies in estimating prices occurred on this mixture:

Menthol crystals.....1 ounce.
Chloroform.....3½ fluidrachms.
Tincture of Indian
cannabis.....6½ fluidrachms.
Ether.....3½ fluidrachms.
Tincture gelsemium.....1 fluidrachm.
Tincture veratrum viride.....1 fluidrachm.
Alcohol, q. s. ad.....4 fluidounces.

Harold D. Guenther, of Reading, Pa., asked 60 cents to compound this prescription for a dentist to use in his regular practice. Two other druggists, however, had supplied the compound to the dentist at a price of 35 cents. C. R. Pike, of Willard, Mo., says that if the dentist is sending most of his business to the druggist it might be advisable to make a very close price on anything intended for use in the dentist's own work. Ordinarily he would not consider 60 cents too much to charge. The druggist from Baltimore, Mr. Baldwin, says he would ask a dentist 70 cents for the mixture. Mr. Bosworth sets the price at 75 cents, while Mr. Taylor, of Midland, Texas, would not fill it for less than $1.00.

Thus we have estimated on one mixture prices ranging anywhere from 35 cents to $1.00.

The following prescription was filled last fall by Wood Taylor, of Midland, Texas, for $1.50:

Dionin solution, 10 per cent..4 fluidrachms.

M. Sig.: Drop in eye as directed.

Mr. Taylor is of the opinion that druggists should regulate, to some extent at least, the pricing of eye prescriptions according to the manner in which the doctor directs their use. What do BULLETIN readers think about this suggestion? Should the price made on a prescription take into consideration the amount of it that is to be used at one time?

Although the foregoing examples bring out the fact that some druggists price their prescriptions too low, the cases cited hardly go to the extreme described in the following letter received from a druggist in an Ohio town of 18,000 population:

"We druggists in this town receive very few prescriptions, and for this reason it might seem that we should get the long price when we do get hold of one. The very opposite is the case, however.

"As an illustration, here is a prescription that was handed into me recently:

Tincture phytolacca.....2 fluidrachms.
Tincture aconite.....20 minims.
Aqua pura, q. s. ad.....6 fluidounces.

Sig.: Teaspoonful after meals.

"Knowing what low prices obtain, I made the very reasonable charge of 50 cents. Much to my surprise the patient called me to the phone and complained about the price.

"She told me that she had been getting this prescription filled for 20 cents at the cut-rate stores. But here is the most ridiculous part of it. She also told me that a local doctor had filled it for ten cents!"

We have been collecting a lot of pictures lately, and the June issue of the Bulletin will be especially rich in illustrations.

THE SAUNTERER

Dollar watches, six of them, ticking away merrily on a display arm in a drug-store window, recently caught my attention. I asked the proprietor why he went to the bother of winding them every day.

He replied that from a comparison of sales made during a week when the watches were in the window unwound, and those made during a week when the watches were all going, the number of sales made during the second week exceeded by over fifty per cent those made while the unwound watches were on display.

He declared that the motion of the hands attracted the attention of people going by the window, and that they were more likely to buy watches that were seen to be keeping time. He stated further that most of his watch sales were made not to boys, who might be supposed to be the logical customers for them, but to men. Men, particularly those who are engaged in manual work, do not care to wear an expensive watch while at their work, but prefer a cheap one which, if broken, can be replaced for a small sum.

* * *

One of my druggist friends has arranged what he calls a "five-foot shelf" in his prescription room. On it he has placed all the items in his stock coming within the jurisdiction of the Federal antinarcotic law. He has fitted the shelf with a locked door, too. Thus by no chance can a light-fingered dope-eater, who might in some way gain access to the prescription department, get away with any of the proscribed drugs and cause the druggist a bad half-hour if he were to be called upon by Federal authorities to account for his invoiced stock.

* * *

To get away from the ordinary cut-price sale in which merchandise is offered at a reduction from the established retail figure, a druggist in a near-by town ran what he called a "See-Saw Sale."

His plan was to take the articles to be featured and offer them at fluctuating prices—but always below the regular ones—at different hours during the day. To illustrate, a dollar bottle of a well-known tonic was sold between the hours of eight and twelve in the morning for 59 cents; from twelve till four in the afternoon the price jumped to 89 cents; from four till eight it went down to 79 cents; and from eight until closing time it was offered at 69 cents.

The cheapest prices were held out at the times of day when trade was likely to be at its lowest. In this way customers were induced to buy during the dull hours, and as a result the store crew was kept fairly busy all day long.

* * *

"Drink from the bottle" is the caption a Detroit soda dispenser has displayed over a showing of nationally advertised ginger ales, grape juices and other bottled soda beverages. When one of the drinks is called for, the bottle is slipped into a holder designed for the purpose, the cap or stopper is removed, and two straws are placed in the neck of the bottle.

In this way the customer knows that he is getting the genuine article and—quite incidentally, of course—the busy fountain man is saved the labor and expense of washing glasses.

* * *

Detroit is the home of the originator of ice-cream soda and as such can always be depended upon to have the latest in soda-fountain confections. The newest palate-tickler being offered to patrons at one of the down-town fountains is the "Billy Sundae." It consists of lemon sherbert with an ounce of grape-juice poured over it and is topped with a nut.

* * *

"Profit is the by-product of good service" reads a sign that is hung over the prescription counter of a store that I was in recently. The manager placed it there as a reminder to his clerks that the welfare of the customer should be ever uppermost in their minds.

* * *

A placard that coaxed smiles from all, and dimes from many, of the patrons of a down-town fountain read: "Try a Chocolate Float —it's Sodalicious."

"The Saunterer" is still out looking for ideas, and will have several good ones for our June number.

BOARD QUESTIONS ANSWERED

A PENNSYLVANIA EXAMINATION.

(*Continued from the April* BULLETIN.)

33. Name the source of potassium bitartrate.

During the fermenting of wines a peculiar matter is deposited in the casks forming a crystalline crust, called crude tartar or argol. Potassium bitartrate is obtained from this substance by subsequent purification.

34. What impurity is potassium bitartrate likely to contain?

Calcium tartrate.

35. Give the common English name for potassium and sodium tartrate.

Rochelle Salt.

36. How is it obtained?

The salt can be obtained by neutralizing acid potassium tartrate with sodium carbonate.

37. Name its medicinal dose for an adult.

120 grains is the average dose.

38. Give the characteristics by which you would distinguish apocynum from bittersweet.

Apocynum is an underground rhizome with annular fissures. Bittersweet consists of aerial twigs having a green epidermis which is lacking in apocynum.

39. Distinguish aconite from gentian.

Aconite is an egg-shaped, blackish tuber. Gentian has annular markings and is an erect rhizome from the lower end of which extend long slender roots.

40. Distinguish anthemis from arnica.

Anthemis consists of a small head of flowers having white rays. Arnica is much larger. Its rays are yellow.

41. Distinguish quillaya from elm bark.

Quillaya is brittle and generally composed of white and brownish sections. On fracture it emits a powder that is sternutatory. It has a bitter taste and when chewed produces a soapy froth in the mouth. Elm bark generally comes in long, slender strips. It is very tough and fibrous. When chewed it has a sweetish, mucilaginous taste.

42. Distinguish pepper from allspice.

Pepper is black, with a biting, acrid taste.

Allspice is larger than pepper and is brown. It has a pleasing, aromatic taste.

43 What is boron?

Boron exists in two allotropic modifications, amorphous and crystalline. In the amorphous form it is a greenish-brown powder. In crystalline form it consists of yellowish octahedrons which are nearly as hard as diamond. It does not occur free in nature. Boron has an atomic weight of 11 and is trivalent.

44. (*a*) What is borax? (*b*) Give its official Latin title.

(*a*) Borax is sodium borate, $Na_2B_4O_7 + 10H_2O$. It appears as colorless transparent crystals or a white powder. It possesses a slightly alkaline taste and reaction. It is slightly efflorescent, is soluble in water and in glycerin, but insoluble in alcohol. Borax loses water when heated.

(*b*) Sodii Boras.

45. State the source of boric acid.

Boric acid occurs in the free state in the hot volcanic lagoons of Tuscany. It is prepared commercially on a large scale from borax.

46. Give the comparative solubility of boric acid in water and in alcohol.

Boric acid is soluble in 18 parts of water and in 15.3 parts of alcohol. In alcohol it is about one and one-sixth times more soluble than in water.

47. How would you distinguish between boric acid and talc?

Boric acid has a slightly bitter taste and is soluble in 18 parts of water. Talc is tasteless and insoluble in water.

48. If a customer asks for ten cents' worth of boric acid, and states that he wants the liquid form to be used for sore eyes, what will you give him?

One-half ounce of a filtered, sterilized, saturated solution of boric acid.

49. If a customer hands you an eight-ounce flask, and asks for five cents' worth of boric acid properly diluted for sore eyes, what will you do?

Tell him that, owing to the labor involved in sterilizing the bottle and in making and sterilizing the solution, it is not feasible to sell five cents' worth.

50. What is bromine?

Bromine is a dark brownish-red liquid and exhibits intense chemical energy—next to chlorine, among the halogens. It has an atomic weight of 79.36 and its specific gravity is about 3. Bromine is soluble in 28 parts of water and readily soluble in alcohol, ether, carbon disulphide and chloroform.

51. Give the physical properties of bromine.

Bromine is a heavy, mobile liquid of a dark brownish-red color. It evolves, even at ordinary temperatures, reddish fumes highly irritating to the eyes and lungs. It has a peculiar, suffocating odor resembling that of chlorine.

52. Name the source of bromine.

Bromine is obtained from bromides which are found in sea water and in salt springs. Bromides are also found in salt beds located in certain parts of Germany.

53. (*a*) How is bromine water made? (*b*) In what N. F. preparation is it used?

(*a*) Bromine water is made by shaking bromine with about 30 times its weight of water, occasionally during several hours, and decanting the water from the undissolved bromine.

(*b*) Solution of Bromide of Gold and Arsenic.

54. Bromine is soluble in 28 parts of water; how much of this watery solution will represent one grain?

Twenty-nine grains.

55. Give the official Latin title for each ingredient in the following prescription:

(*a*)	Acidi arsenosi,	
(*b*)	Strych. sulphate. . . .	aa 0.03
(*c*)	Quinine sulphat.	1.00
(*d*)	Ferri sulph. cryst.	
(*e*)	Kalii carbonat.	aa 8.00
(*f*)	Gummi tragac.	q. s.

M. ft. in pil. no. lx S. Two pills after meals.

(*a*) Arseni Trioxidum, (*b*) Strychninæ Sulphas, (*c*) Quininæ Sulphas, (*d*) Ferri Sulphas, (*e*) Potassii Carbonas, (*f*) Tragacantha.

56. How would you prepare the prescription in the preceding question?

Rub the potassium carbonate, in a mortar, with a sufficient quantity (about 6 drops each) of glycerin and water, then add the ferrous sulphate and 2½ grammes of sugar, previously triturated together, and rub the mass thoroughly until it assumes a greenish color. When the reaction has terminated, incorporate 1 gramme of tragacanth (powdered) and the arsenic trioxide, quinine sulphate and strychnine sulphate (previously mixed together). If necesssary add a little more water so as to obtain a mass of pilular consistence. Divide this into 60 pills.

57. What reaction takes place in compounding the prescription in question 56?

As a result of double decomposition ferrous carbonate and potassium sulphate are formed.

58. In apothecaries' weight, how much arsenic trioxide is contained in each dose?

Dividing .03 gramme by 30 (the number of doses) gives .001 gramme as the amount in each dose. In apothecaries' weight .001 gramme is equivalent to .01543 gram, or, roughly speaking, 1 64 grain.

59. Define toxicology.

Toxicology is the branch of medical science that treats of the nature of poisons, of their disease-producing effects, of their detection in the organs or tissues, of their antidotes, and of the treatment of diseases due to poisoning.

60. In most cases of poisoning there are four features to be observed for successful treatment. Name them in order of importance.

(1) Send for a doctor. (2) Empty the stomach of the patient. (3) Administer a chemical antidote. (4) Employ physiological measures or antidotes.

61. How may the stomach be emptied promptly of its contents?

If a stomach pump is at hand and if the operator is skilled in the use of it the stomach contents can best be emptied by the use of the pump. Where this means is not available the patient may be made to expel the contents by causing him to vomit. Vomiting can be induced by administering mustard and water, or zinc sulphate in solution, or even by tickling the throat with the finger or a feather.

62. (*a*) What are chemical antidotes? (*b*) Give an example.

(*a*) A chemical antidote is one that counteracts the effect of a poison by uniting with it to form an inert, neutral or insoluble compound.

(*b*) Bicarbonate of soda is a chemical antidote for hydrochloric acid.

63. (*a*) What are physiological antidotes? (*b*) Give an example.

(*a*) A physiological antidote is one whose action on the system is opposite to that of the poison. (*b*) Coffee is a physiological antidote for morphine

(*To be continued*)

These answers to board-of-pharmacy questions will be continued throughout the year.

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

A DIFFERENCE—AT LEAST OF OPINION.

To the Editors:

On page 182 of the April BULLETIN I notice Herr Bodemann's answer to a "kase" of prescription pricing.

Now suppose three customers walk into Mr. Bodemann's Chicago pill emporium. One wants three ounces of Parke, Davis & Company's fluidextract of cascara sagrada and gets it for, say, seventy-five cents. Customer number two gets three ounces of the same firm's fluidextract of taraxacum for forty-five cents. Twenty-five cents is the sum the third customer separates himself from for two ounces of elixir of senna.

Herr Bodemann would make three trips to the region of mystery (the prescription case), furnish two three-ounce bottles and one two-ounce bottle. He would write three labels, get $1.45, and consider that he had made a fair profit and satisfied three customers with satisfactory drugs.

Yet he wants forty cents more profit for furnishing the same drugs dispensed in one eight-ounce bottle, the writing of but one label, and the making of but one trip to the wrapping counter and cash register.

About as consistent as stamping a six-ounce bottle of a certain well-known proprietary and allowing the three-ounce size of the same preparation to go scot-free. It's a case of the same thing under another name.

Saginaw, Mich. IRA E. DUNLAP.

GOING TO KEEP RIGHT ON!

To the Editors:

If I can do so without hurting anybody's feelings, I would like to gently remark that that statement which appeared in the BULLETIN a while ago to the effect that Cannabis Indica is of no particular value in a corn remedy except as a coloring agent is pure bunk.

Cannabis Indica is sedative and soothing to corns and bunions, and while I confess that I am not sure as to the chemical reaction that takes place in the ordinary salicylic acid corn-killer on standing, I have been under the impression that cannabin salicylate is formed, and that this is what does the business.

I may be wrong in my surmises, but I am going to keep right on adding Indian hemp to "Kelsey's Korn Kure," as has been the practice for over thirty years. Thousands of women have risen up and called me blessed—and in this business you've got to stand in with the girls, God bless 'em!

I have got a great many good things out of the BULLETIN, but here's a tip I haven't seen, somehow:

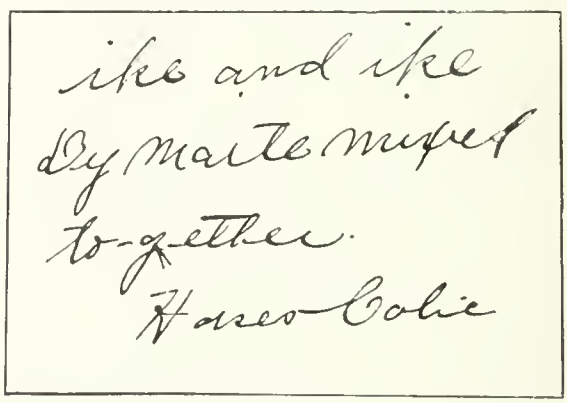
Drop a few clean, bright card teeth in your bottle of Concentrated Solution of Ferrous Iodide and watch it turn green again after it has become darkened. If the syrup is made up in the regular way, drop a few teeth in the bottom of the bottle it is kept in—about six teeth—and the syrup will not discolor.

Trenton, N. J. GEO. N. THOMAS.

WOULD YOU GUESS IT?

To the Editors:

The enclosed just came in and I consider it too good not to pass along. Tincture of



aconite and solution of trinitrin were wanted. Who would ever guess it?

Kingston, N. Y. CHARLES L. MCBRIDE.

SULPHURIC ACID AGAIN TROUBLESOME.

To the Editors:

Apropos of your article in the March BULLETIN referring to the steamer *Querida*, it may be of interest to you to know that the steamer *Desola*, bound from one of the Southern States to a port in Scotland, with $175,000 worth of sulphuric acid, put into St. Johns, 12

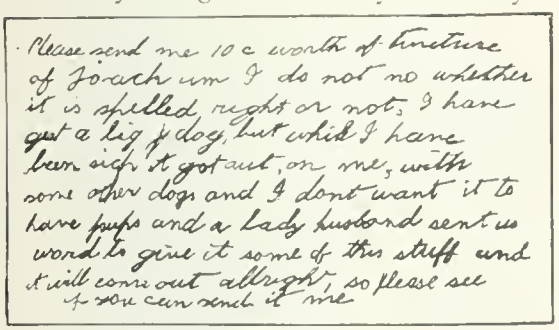
miles from here, with her cargo broken loose, and the ship on fire. After a delay of a week in St. Johns she sailed again, but only got as far as Cape Race, when the cargo again broke loose, and she had to return. While the ship was on fire, and the authorities were preparing to tow her outside to sink her, she sank directly across the drydock, where she now lies, and her removal is proving a difficult proposition. The city was in grave danger in the second case, all the fire departments being on the scene for over a day. L. J. LAWTON.

Wabana, Newfoundland.

AVERTING A SCANDAL.

To the Editors:

I send you a good one for your library of


Please send me 10 c worth of tincture of Jorach um I do not no whether it is spelled right or not, I have got a big dog, but whil I have been sick it got out on me, with some other dogs and I dont want it to have pups and a lady husband sent us word to give it some of this stuff and it will come out allright, so please see if you can send it me

freak orders. Can you beat it—or can anybody else beat it. L.

Philadelphia.

A SURE-STICK LABELING PASTE.

To the Editors:

I notice on page 140 of the March BULLETIN a method for preparing a paste that will stick labels to tin.

It affords me great pleasure to be able to inform you that silicate of soda, or, as it is commonly called, "water-glass" or "liquid glass," will do it every time. And the labels will stay stuck, too! CLIFFORD H. RUDES.

Utica, N. Y.

A PERPLEXING PUZZLER.

To the Editors:

We recently had an order for "Hack-a-back in a powder." It came to us from a neighboring town where there are four or five drug stores. We wonder whether your readers can guess what was wanted or whether they will be obliged to throw it up?

THE HUBBELL PHARMACY.

Hubbell, Mich.

FLORAL DEPARTMENT.

I certainly would not do without the BULLETIN OF PHARMACY if I had to pay five times the price. I take several of the drug magazines, but I consider the BULLETIN the liveliest of them all. H. B. ROONEY.

Angels Camp, Cal.

It might interest you to know that I look forward to the arrival of the BULLETIN with more interest than I do any of the other journals I take—six in number.

Union, S. C. CHARLES E. WILSON.

Don't know how the BULLETIN stands on the war question, but on all others it suits me right down to the ground.

Argyle, Minn. W. S. ROBERTSON.

I have been a subscriber about fifteen years, and, like old wine, the BULLETIN gets better with age. CHAS. R. THOMAS.

Thomasville, N. C.

I consider the BULLETIN OF PHARMACY one of the best drug journals I have ever taken and I enjoy it very much. R. V. ROYALL, JR.

Charleston, S. C.

The journal that keeps abreast with the times and is helping us druggists to do likewise.

Paullina, Ia. W. A. BLAESSER.

The BULLETIN is the supreme climax of pharmaceutical literature!

Palmer, Nebr. THOS. C. MINNICH.

Say, I wouldn't be without the BULLETIN even for one month! H. B. THOMSON.

Bell Island, C. B., Newfoundland.

Could not do without the BULLETIN OF PHARMACY. JOHN C. WALLACE.

New Castle, Pa.

The BULLETIN has been of great help to us in the past. YALOWICH BROS.' DRUG CO.

Rochester, N. Y.

The BULLETIN is a necessity with me.

Pleasant Hill, La. A. A. BUSH.

Can't get along without this publication.

Newman Grove, Nebr. H. G. MACPHAIL.

THE SODA FOUNTAIN.

A DOZEN ASSORTED.

FROSTED ICE-CREAM CHOCOLATE.

Place 2 ounces of chocolate syrup in a glass and half fill with carbonated water; add 1 ounce of vanilla ice cream, then fill the glass with carbonated water. Top off with whipped cream

LADIES' CHOICE.

Raspberry syrup..... 1 ounce.
Orange syrup..... ½ ounce.
Sweet cream..... 1 ounce.
Ice cream..... about 2 ounces.
Carbonated water, to make.....12 ounces.

Draw the first four ingredients into a heavy mixing glass, add one ounce of plain water and shake thoroughly. Fill with carbonated water, strain into a 12-ounce soda glass and serve. May be topped with whipped cream.

FRUITED COCOA.

Into a mixing glass draw one and a half ounces of chocolate syrup, add two ounces of cream and a little ice. Shake, then add enough carbonated water with the fine stream to fill glass three-quarters full. Strain into a clean 12-ounce glass, add a portion of ice cream, and decorate with sliced pears and a cherry.

WHIPPED CHOCOLATE MILK.

Chocolate syrup, one ounce.
Whipped cream, one spoonful.
Chipped ice.
Milk to fill a seven-ounce glass.

Use a seven-ounce glass, same as served in, draw the chocolate syrup, add the whipped cream and chipped ice. Fill glass with milk. The whipped cream costs but a trifle, and gives a delicious, smooth froth at the top, which makes the drink.

CREME-DE-SWIFT.

Vanilla syrup.....¼ ounce.
Strawberry syrup..... 1 ounce.
Cracked or shaved ice.....¼ glassful.
Milk, enough to fill a 12-ounce glass.

Shake well, strain, and top with whipped cream.

IMPERIAL DURBAR.

Vanilla syrup, one and one-half ounces; almond syrup, one-half ounce; shaved ice, one tablespoonful; orange pulp, one and one-half tablespoonfuls; sweet cream, one ounce. Place in a 12-ounce glass and fill with carbonated water, fine stream.

ORANGE AND CHOCOLATE.

Draw one ounce of orange syrup, one ounce of chocolate syrup, add a scoop of ice cream, and fill the glass with plain soda.

PINEAPPLE CHEER.

Place into a mixing glass one ounce pineapple syrup, one-half ounce vanilla syrup, one-half ounce strawberry syrup, two ounces sweet cream, one teaspoonful ice cream; shake well and nearly fill glass with soda water; transfer to thin glass, fill with soda water, fine stream, and top off with a slice of pineapple. Serve with spoon and straws.

IMPERIO.

Take one-half ounce each of strawberry, raspberry, and orange syrups; small disher of vanilla ice cream; fill with carbonated water, and serve with whipped cream.

HONEY PINE.

Put a ladleful of crushed pineapple in a medium-sized glass, add 3 or 4 small cubes of honey cut fresh from the comb, then add a scoopful of water ice or ice cream, as preferred, fill up with plain soda and serve with a spoon, with Nabisco wafers. Comb honey can be bought at almost any grocery store, and if care be taken to obtain firm grades these can be cut easily into small cubes and will add a distinctive touch to many fancy drinks.

RED PINE PHOSPHATE.

Draw 1 ounce of pineapple syrup and 1 ounce of blood-orange syrup into a 10-ounce glass, add a couple of dashes of acid phosphate and fill up with plain soda, mixing with a spoon.

THIRST QUENCHER THAT PURIFIES BLOOD.

A most refreshing thirst quencher, and a drink that has blood-purifying properties, may be made by squeezing the juice of half a grape fruit into a tumbler half-filled with strongly charged soda, seltzer, or vichy water. Any fancy name may be applied to this, such as shaddock fizz, grape-fruit fizz, etc.

A LUNCHEONETTE MENU.

In connection with his soda-fountain department C. G. Carver, a druggist in Sharon, Pennsylvania, conducts a quite extended lunch service.

Both hot and cold dishes are served, the variety offered comparing favorably with that of many of the better class restaurants and lunch rooms.

Mr. Carver's bill of fare, a reproduction of which is shown herewith, measures 4½ by 8 inches and is printed in black ink on white paper. A space of several lines at the bottom of the menu allows for the addition of special dishes or other announcements.

Soups

Tomato 15 Clam Chowder 15 Cream of Pea 15
Chicken Noodle 20

Sandwiches

Ham 10 Cheese 10 Egg 10 Sweitzer 15
Chicken 15 Fried Ham 20 Sardine 10

Fried Eggs 15 Baked Beans 10 Boiled Eggs 15
Frankfurters and Cream Potatoes 20

Bread and Butter 5

Salads

Fruit 25 Lobster 35 Crab 35

Mince Pie 10 Apple Pie 10

Cake

Devils Food 10 Golden 5

Sour Cream Doughnuts (two) 5
Sweet Pickles 5

Coffee 10 Tea 10

With Lunch 5

EGGING CUSTOMERS TO THE FOUNTAIN.

CHOCOLATE EGG FLIP.

Chocolate syrup, 2 ounces; sweet cream, 2 ounces; 1 egg; vanilla syrup, 1 ounce; grape juice, half ounce. Shake in shaker with cracked ice; fill with carbonated water, fine stream, and strain into soda glass, sprinkling ground mace over the beverage.

EGG DELIGHT.

Into a 12-ounce glass draw 1½ to 2 ounces of simple syrup. Into this break an egg, and add the juice of one-half a lemon, the juice of one-half an orange, and a little finely shaved ice. Shake thoroughly, and fill with carbonated water as in making an egg phosphate. Strain into a clean glass and serve.

CALIFORNIA FLIP.

Into a 12-ounce glass draw 1½ ounces of vanilla syrup and ½ ounce of lemon syrup. Into this break one egg and add 1 ounce of grape juice, 1 ounce of sweet cream, and a little finely shaved ice. Shake thoroughly, and fill with carbonated water, strain into a clean glass, and serve.

SILVER FOAM.

Into a glass draw one and one-half ounces of orange syrup. Into this separate the white of one egg and add one ounce of whipped cream and a little ice. Shake thoroughly and fill with carbonated water, using fine stream only. Strain into a clean 12-ounce glass and drop a spoonful of whipped cream on top.

MARYLAND EGG SHAKE.

Into a 14-ounce soda glass break one egg and add one ounce each of grape juice and pineapple syrup; pour in a scoopful of shaved ice, shake, and fill the glass with carbonated water.

EGG LEMONADE.

Into a shaker half-full of shaved ice break one fresh egg, add the juice of one lemon, three large teaspoonfuls of powdered sugar, and six ounces of plain water. Shake thoroughly, transfer to a clean, thin glass, add a small quantity of carbonated water, fine stream, and serve with a little nutmeg on top.

LIQUID CHOCOLATE ECLAIR.

Place in a glass two ounces of chocolate syrup, one fresh egg, a teaspoonful of malted milk, a dash of cinnamon, and sufficient milk to fill the glass. Shake, strain, and serve with a sprinkling of cinnamon.

SEMINOLE EGG FLIP.

Draw an ounce of pineapple syrup and an ounce of orange syrup in a shaker. Break into it an egg, add a spoonful of malted milk, and shake thoroughly. Add soda water, fine stream, sufficient to fill the glass. Put a spoonful of whipped cream in the bottom of a clean serving glass, pour your egg drink into this, and sprinkle top with grated nutmeg.

TESTING CHOCOLATE.

The tongue is the prime organ of taste, and we find that those substances commonly called seasonings or condiments, such as sweets, acids (or sours), bitter things, and salt, are distinguished by it through certain nerves and at more or less distinct localities on the tongue, said C. C. Jenks in an address before the master bakers at Jackson, Mich. Sweet is prominently apprehended in the middle of the tongue, while bitter is more intensely discerned through the large "taste buds" at the base or back portion; sour or acid solutions are detected more acutely at the sides or edge of the tongue near the front; and salt and prickling sensations are most noticeable at the tip.

With the nostrils tightly closed by the thumb and finger, practically no other sensations than these four can be conveyed to the mind by any food product placed in the mouth for mastication. Of course, there are also the general sensations of heat and cold and the mechanical sensations of greasy (slippery) things and mucilaginous (or sticky) things.

By trying out this demonstration with closed nostrils, taking liquor chocolate for instance, you will identify the volume and character of the bitter quality of the chocolate on the back part of the tongue, and by practice learn to match with more ease and accuracy your grades of bitter chocolate and thereby maintain your output of chocolate icing, etc., nearer to a given standard.

By keeping guide samples for comparative testing and using this method of tasting you can adjust in any product the sour, sweet, or salt sensations with more correctness and dispatch—bearing in mind that a proper balance or equilibrium between these four tongue sensations, coupled with the flavor, constitutes the highest art or science of preparing delicious foods or fountain drinks.

BENEFITS OF THE SODA FOUNTAIN TO THE DRUGGIST.

To the average retail druggist the soda fountain is the most profitable and most easily handled side-line that can be installed, said J. G. Aguirre at the 1914 meeting of the California Pharmaceutical Association. It is a big advertisement to the store, and brings in people that would not come otherwise.

"A nice, neat, modern soda fountain is surely a good adjunct to the retailer as it not only embellishes and adorns the store, but helps to dispose of other goods.

"A man steps into a store to get a glass of soda, and having had it is seized with the desire to smoke, and indulges. Possibly he looks around and sees something else that strikes his fancy, and buys that too. Oftentimes the stranger enters into conversation with the proprietor, becomes favorably impressed, and leaves with the firm resolve to become a patron.

"Such patronage may be the means of inducing more. If that retail druggist had not attracted the attention of the passing stranger by his new fountain, he perhaps would never have had the stranger's trade and that of his friends.

"Where the conditions are right—that is, where the store has a likely situation—the soda fountain is surely the most lucrative adjunct that can be operated in connection with the retail drug trade. The two make a most happy blend. They work hand in hand, dispensing benefits mutually.

"We are all creatures of habits; oftentimes we do things in an automatic way, because of those habits. We go to the same tailor, to the same hatter, to the same cigar stand, and to the same fountain. Of course this abstract proposition may be somewhat far-

stretched, but what I want to convey is that a customer may take a fancy to one particular drink, and will go out of his way to patronize the particular place where he first obtained it.

"Still another good feature of the soda fountain of to-day is that it is so easily operated and so neatly and beautifully designed. Fountains are put on the market not only at moderate and reasonable prices, but on easy terms, if desired.

"The soda fountain has proven its worth and has come to stay."

TABLE OF DENSITY OF SYRUP.

The accompanying table, according to the *Pacific Drug Review,* shows the amount of syrup obtained by adding any number of pounds of sugar to one gallon of water. This table is accurate only for syrup made by cold process, as where heat is used a certain amount of water is lost by evaporation. It is based upon the established fact that one pound of sugar displaces ten American fluidounces of water.

SIMPLE SYRUPS.

Pounds of sugar added to one gallon of cold water	Quantity of syrup accurately obtained.			Percentage of sugar contained in the syrup.	At temperature of 60° Fah.	
	Gals.	Pints.	Fluid-ounces.		Specific gravity	Degrees Baume.
1	1	.	10	10 3/4	1 040	6
2	1	1	4	19 1/4	1.080	11
3	1	1	14	26 1/2	1 113	15 1/2
4	1	2	8	32 3/4	1 142	18
5	1	3	2	37 5/8	1.166	20 1/2
6	1	3	12	41 3/4	1.188	23
7	1	4	6	45 3/4	1 209	25
8	1	5	.	49	1 227	26 3/4
9	1	5	10	52	1.244	28 1/4
10	1	6	4	54 1/2	1.258	29 1/2
11	1	6	14	57	1.271	30 3/4
*12	1	7	8	59	*1 284	32
13	2	.	2	61	1 296	33
14	2	.	12	62 3/4	1.306	33 3/4
15	2	1	6	64 1/4	1 315	34 1/4

*This is the ideal soda-water syrup. It makes almost 2 gallons heavy syrup, and with sugar at 5 cents a pound will cost 60 cents for about 2 gallons, or 30 cents a gallon.

WASHING GLASSES.

"The washing of glasses and spoons," says W. Scott Matthews of the Illinois State Food Commission, "should be given more care and attention than any other operation at the fountain; it is often given the least. The general public is awakening to the dangers of patronizing soda fountains where glasses and spoons are improperly washed.

"Soda glasses and spoons are not easily cleaned. Simply rinsing them in water does not clean them. One of the easiest methods of cleaning glasses is the following: first remove the material left in the glass by means of a thorough rinsing with water; then wash the glass both inside and out with a glass-brush, using water containing 12 ounces of bicarbonate of soda or washing soda to each gallon of water. After thoroughly washing the glasses in the soda solution, rinse them with running water and place on a clean metal drain-board to dry. Spoons should be similarly washed. If you wish to polish glasses, use a towel. Never blow your breath on a glass.

"Many sanitary dishes for serving ice cream and soft drinks have recently come on the market. From a sanitary standpoint these single service containers possess many advantages and their use is becoming more general."

DETECTING GELATIN IN ICE CREAM.

A method for demonstrating the presence of gelatin in ice cream or other compounds was described recently in an issue of *Merck's Report.* To employ the test requires two reagents made as follows: (1) Dissolve pure metallic mercury in twice its weight of strong fuming nitric acid (sp. gr. 1.42), and dilute the solution with 25 volumes of water. (2) Dissolve picric acid to saturation in water.

To test for gelatin, add 10 Cc. solution No. 1 and 20 Cc. distilled water to 10 Cc. of the cream (or other substance). Shake vigorously for three minutes, then let stand for five minutes, and filter. If much gelatin is present it will be impossible to get a clear filtrate, but it will be more or less translucent.

The positive test for gelatin is as follows: To a portion of the filtrate (3-5 Cc.) add an equal volume of solution No. 2; if gelatin is present, a yellow precipitate will form *at once,* within thirty seconds. If no gelatin is present the solution will remain a perfectly clear yellow. The test is positive to 1:10,000, and if the reagents are at hand, can be performed in ten minutes, and in the cold.

A CHILDREN'S PARTY THAT PAID.

An advertising idea that produced excellent results without a great deal of expense was tried by a retailer in the Middle West not long ago. For several days he advertised that on Saturday afternoon he would hold a children's party between the hours of 1 and 4.30 o'clock. All the children of the city between the ages of 4 and 10 years were invited to attend, but no parents were allowed in the party room, which was located on the top floor of the building. To make sure that no child would be lost by its parents in the crowd while the party was going on, an ornamental numbered badge was tied on the arm of each, the parent being given a small check bearing a duplicate of the badge number. This was thought necessary because the crowd of children was so large that the party had to be given in relays of a half hour each. Ice cream and cake were served to each child without cost, and an inexpensive souvenir bearing the firm's name and address was also given. An elocutionist entertained with children's stories. While the party was in progress a number of bargains were being offered to the parents on the lower floors of the store. The size of the crowd hampered the buying to a considerable extent, but the advertising the store got from the talk of the children who were entertained was said to offset this many times over.—*New York Times.*

The series of interviews with druggists, begun on page 211, will be continued for several months, and the methods of successful men will be set forth in readable and suggestive fashion.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

A Narcotic Prescription Blank.—

It would seem that a great many druggists would like to have some prescription blanks printed to present to their doctors—blanks to be used exclusively for narcotic prescriptions—but that they don't know just how to shape them up.

Under the Harrison law there are four things besides the names of the medicines that constitute the prescription proper which must go down on the blank, and they are these:

1. The patient's name and address.
2. The physician's name and office address.
3. The physician's registry number
4. The date.

It is obvious, therefore, that spaces must be provided for these four requirements.

We are reproducing a blank of this kind which we secured from Louis V. Middleton, Grand Rapids, Mich.

DR. EUGENE S. BROWNING
58 Monroe Ave., Over Sumerlin's
Cit. Phone 2207 Bell, M. 1306 Grand Rapids, Mich.

Under no circumstances can this prescription be repeated

℞

Name
Address M.D.
Date Reg. No.

Mr. Middleton's enterprise caused him to get them out early in the game and to reap what benefit might be secured in this manner.

A recent government ruling has made it possible to have the physician's office address as well as his registry number printed as a part of the blank, instead of requiring that they shall be written.

On the back of his blank Mr. Middleton has caused to be printed the following:

"Use the same care in selecting your pharmacist that you have exercised in choosing your physician—take this to Middleton's Drug Store, 921 Ottawa Ave., N. W.; or call Citizen's 'phone 1041, or Bell Main 3260, and a boy will call for the prescription and deliver the medicine."

Very adroitly worded, and good advertising.

Exploiting Prescription Service.—

"A Few Reasons Why You Should Let Our Pharmacy Fill Your Prescriptions" is the caption on the front cover of an attractive four-page folder, measuring 3½ by 6 inches, issued by the Red Cross Pharmacy, W. G. Keithly, proprietor, Midvale, Idaho. The two inside pages of the folder give the eight following reasons for appealing to the public for patronage:

1. We get our bottles washed, sterilized and corked in individual cartons, thus assuring you of clean bottles, free from dust and microörganisms.
2. We use only pure, fresh distilled water, distilled by us, whenever water enters into a prescription. This eliminates the danger of infection from the use of ordinary pump water, which may contain disease-producing bacteria and mineral salts.
3. We have our pill and powder boxes made with hinged covers to avoid getting the directions mixed.
4. We write the number and the date of the prescription on the bottom as well as the top of each box to further minimize the danger of mistakes.
5. We write the name of the person taking the medicine on the label of every box or bottle, to avoid confusion.
6. WE NEVER SUBSTITUTE. If we haven't the exact thing the doctor prescribes, we won't fill the prescription till we get it. However, our stock of drugs and chemicals is large, and this doesn't often happen.
7. Our drugs and chemicals are always fresh, and conform to the requirements of the United States Pharmacopœia as to purity and strength.
8. All prescriptions are filled by a Graduate in Pharmacy, who is registered in the State of Idaho.

The registered pharmacist referred to in the last paragraph is L. R. Tyson, Jr., Ph.G., a graduate of the St. Louis College of Pharmacy, the class of 1913.

Co-operating with National Advertisers.—

The Lenrow Pharmacies, a drug firm conducting two stores in Newark, New Jersey, recently coöperated with manufacturers to boost the sales of nationally advertised goods. The brands of merchandise featured were those that have been brought to the attention of women throughout the country by advertisements in *Good Housekeeping* and other home magazines.

Letters sent to the women in the territory reached by the Lenrow stores, together with circulars explaining "Nationally Advertised Goods Week," gave the desired publicity to the event.

Displayed in the two stores were exhibits of the goods of the various national advertisers coöperating in the movement, while the offer of samples and souvenirs of various kinds was used to acquaint people with the advantages of buying nationally advertised and guaranteed products.

Featuring Cut Glass.—

Frank D. Kriebs, proprietor of the Corner Drug Store, Beresford, South Dakota, makes somewhat of a

feature of cut glass as a side-line. Recently the trim which is pictured herewith occupied one of his windows.

The arrangement is good, and general symmetry and proportion is well maintained. Mr. Kriebs writes us that the display proved unusually attractive.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Treatment of Chronic Alcoholism.

A. M. G. says: "I would like to have outlined some of the courses of treatment given to persons addicted to the use of alcoholic drinks."

It is exceedingly doubtful whether treatment of this sort should be given except under the care of a competent physician, but we may indicate in a general way how the alcoholic disease is usually sought to be corrected.

The cure of the liquor habit depends on the patient's desire for a cure, on the temperament of the patient, and on the type of the drinker. From a therapeutic point of view, inebriates may be classed as those who do not have an irresistible craving for alcohol, and those who do have the craving. The former drink because others do, or from bravado, or for other reasons, and can often be induced to stop drinking. The latter are constant drinkers, periodic excessive drinkers, or dipsomaniacs. Their treatment is the same, except that in the case of dipsomaniacs restraint is requisite at the onset of the attack.

Among the favorite schemes of treatment are hyoscine bromide or hyoscyamine or atropine sulphate, 1/100 grain three times daily. These cause great dryness of the throat and a loss of taste for the liquor. Strychnine sulphate, 1/30 grain, is given three times a day, to tone up the system; and also hot, bitter carminatives to supply oral and gastric stimulation.

Doctoring whisky with apomorphine and then allowing the patient to drink whenever he wishes is another method in vogue. The resulting nausea and vomiting destroy the taste for liquor.

In treating severe outbreaks of chronic alcoholism the indications for treatment, varying according to circumstances, are: (1) To check the craving for drink. (2) To allay nervousness and overcome insomnia. (3) To supply nourishment and get the stomach tolerant to food. (4) To promote elimination.

1. To check the craving for drink requires a gradual withdrawal of the alcoholic drinks and their replacement by hot, bitter carminatives. Attempts to withdraw the liquor suddenly result in a rebellious patient, and sometimes in serious mental and nervous manifestations. For the gradual withdrawal there are two plans in common use, viz.: (*a*) Allowing one ounce of whisky for each dose; the interval between the doses is lengthened each time, the second dose being given half an hour after the first, the third one hour later, the fourth two hours later, etc. (*b*) Using a bottleful of whisky, a drink is given every half-hour or hour, but after each dose the bottle is refilled with water, so that the liquor becomes more and more diluted until it is practically all water.

2. To allay nervousness and overcome insomnia the favorite remedies are bromides in large doses; morphine sulphate, ¼ grain, hypodermically; paraldehyde, 2 to 4 drachms; chloral hydrate, 30 gains. The "narcotic" method of keeping the patient constantly asleep for from twenty-four to thirty-six hours also has its strong advocates.

3. To supply food small quantities of hot milk, oyster stew, junket, calf's-foot jelly, etc., may be given at frequent intervals.

4. To promote elimination valuable measures are plenty of fresh air causing excretion of the alcohol by the lungs; sweating by hot baths, or a Turkish bath if the patient is able to stand it; and vigorous catharsis with compound cathartic pills, or calomel followed by citrate of magnesia.

"Bicarbonate of Snow."

J. F. C. asks: "Please tell me what bicarbonate of snow is, how it can be prepared, and what it costs to obtain."

"Bicarbonate of snow" is a term sometimes applied to solid carbon dioxide. It has been used as a local anesthetic and as an agent for destroying birthmarks, warts, blemishes, and various malignant affections of the skin and mucous membranes.

A simple way to obtain it is to wrap several folds of sterile burlap around the outlet of a tank of carbon dioxide (such as is used to charge soda water) and turn on the stream. After the stream has been allowed to run for thirty or forty seconds there will be found a snow-like deposit of solid carbon dioxide on the burlap.

For use by physicians or hospitals, however, the Alda Manufacturing Company, 230 West Huron Street, Chicago, markets an equipment known as the "Aldaice," for producing solidified carbon dioxide in the form of a crayon, which, when applied to the tissues, has a temperature of 110° Fahrenheit below zero. The outfit consists of a compressor for forming the crayon, a small portable cylinder with pressure valve for storing the liquid carbonic acid, and a stand and holder for keeping the tank in proper position for charging the compressor. From each tank 25 to 35 crayons can be produced. The complete outfit costs $40.00 express charges prepaid.

The exhausted cylinders are refilled with carbon dioxide gas by the Alda Company at a nominal charge. According to the company's statement the cost of maintenance is very small, the per patient cost of each treatment being about 10 cents.

Aromatic Elixir Throat Gargle and Bronchial Lozenges.

J. A. H. writes: "(1) I would like a formula and working directions, other than U. S. P., for making an aromatic elixir, red in color, that can be prepared easily and that contains about 20 per cent of alcohol. (2) A formula for a throat gargle containing tannic acid, alcohol, water, etc. (3) A formula for a bronchial lozenge without opiates."

1. Here is the formula for an aromatic elixir

Oil of orange	15 minims
Oil of caraway	6 minims
Oil of Ceylon cinnamon	6 minims
Oil of coriander	6 minims
Oil of anise	3 minims
Alcohol	3½ fluidounces
Sugar	5 ounces
Sol. cochineal, N. F.	1 fluidrachm
Water, to make	1 pint

Dissolve the sugar in part of the water (using heat if necessary). Dissolve the oils in the alcohol. Then mix the two solutions and add the solution of cochineal. Make the volume up to one pint by adding water and filter the whole through purified talc.

2. A tannic acid gargle can be made by using the following formula:

Tannic acid	2 drachms
Boric acid	2 drachms
Glycerin	2 fluidounces
Solution cochineal, N. F.	2 fluidrachms
Rose-water	2 fluidounces
Alcohol	2 fluidounces
Water, q. s. ad	16 fluidounces

Mix the glycerin, rose-water, and alcohol with the water and dissolve the tannic and boric acids in the mixture. Add the solution of cochineal and filter if necessary. Before using the gargle it should be diluted with water.

3. The following is a formula for bronchial lozenges

Powdered extract of lico ice	300 grains
Powdered cubeb	100 grams
Balsam tolu	20 grams
Oil of sassafras	3 minims
Menthol	20 grams
Sugar	11 ounces
Mucilage of acacia, q. s.	

Mix together all the dry ingredients (which should be in very fine powders); then add the oil and the balsam of tolu and mix again. Before adding the tolu it should be dissolved in alcohol. Pass through a fine sieve, and convert into a lozenge mass by adding a sufficient amount of mucilage of acacia and water. Roll the mass out and divide into lozenges of suitable size. Spread these out on boards or trays in a warm place, and when nearly dry turn them over and allow them to dry on the other side.

The foregoing formula is sufficient for 200 lozenges.

Making Perfume from the Flowers

The H. Drug Store asks: "Can you furnish a process for making perfume from orange flowers?"

To prepare a satisfactory perfume from orange flowers requires considerable experience and more or less apparatus, and is not thought practical on a small scale. However, the procedure generally employed is the following:

The apparatus used in this process, which is known as *enfleurage* or cold extraction, consists of frames, the bottoms of which are of sheet glass. Each frame is about three inches deep, and is two feet wide and three feet long. A layer of fat, consisting of a mixture of purified and refined lard and suet, is spread on the surface of the glass and a layer of the orange blossoms is then strewn over the fat. Then the frames are fitted together, one on top of the other, and set aside for twenty-four hours. At the end of this time the flowers are removed and fresh blossoms put in their place. This is repeated for several days until the fat is thoroughly impregnated with the odorous principle of the orange flowers. From time to time the surface of the fat or pomade, as it is called, is scratched with a comb-like instrument so that the lower portions of fat may receive some of the perfume.

Sixteen ounces of the orange-flower pomade obtained in this way, together with a pint of deodorized alcohol, is introduced into a Mason fruit-jar of ½-gallon capacity. This mixture is digested on a water-bath until the pomade is barely melted. The whole is shaken well together, and the shaking repeated frequently until the mixture is cold.

It is then allowed to stand for thirty days, when the essence is drained off. If this falls short of one pint an amount of alcohol, sufficient to make up the deficiency, is added to the pomade and after standing for a day or two is drained into the original essence.

The essence thus obtained is chilled by immersing the bottle containing it in ice water and is then filtered to remove any traces of fat.

Flavoring Agents in Tube and Powder Forms

F. F. K. says: "Will you tell me how tube and powdered flavoring agents are made?"

Flavoring compounds in tubes can be made by mixing terpeneless oils—or, as they are sometimes called, concentrated oils—with a paste made from glycerin and sugar. The paste should be of about the same consistency as a tooth-paste. Glycerin, or a mixture of glycerin and water, is massed with an amount of sugar sufficient to form a paste, the proportions used depending upon the consistency desired. When glycerin alone is used an equal amount of powdered sugar produces a satisfactory product. If a mixture of glycerin and water is employed the amount of sugar should be increased. To make a lemon flavor, for instance, mix 99 parts of the paste with one part of terpeneless oil of lemon and put the mixture into collapsible tubes. Orange flavor can be produced in a similar way. In practice it is best to mix the oil with the sugar before the glycerin or glycerin and water is added.

Powdered flavors can be prepared conveniently by adding 1 part of terpeneless oil to 99 parts of powdered sugar and mixing thoroughly. Imitation vanilla flavor in powdered form can be made by mixing 0.5 grammes of vanillin and 4 grammes of cumarin with 1000 grammes of powdered sugar. By using a highly concentrated extract of vanilla, a true vanilla flavor can be given to powdered or tube flavors.

Suitable coloring agents can, of course, be added to either the tube or powdered flavors.

Treating Roup in Chickens

F. T. R. says: "I would like the formula for a remedy to be given to chickens suffering from roup."

In a former issue of the BULLETIN a correspondent states that he sells granular copper sulphate as a roup cure, coloring it with aniline red. Twenty-five-drachm packages sell for fifty cents. The customer is directed on the label to dissolve one teaspoonful in a gallon of soft water. The resulting solution is drunk by the chickens, and their heads are also bathed in it if they are sore.

The following is the formula of a favorite roup remedy. It is put up in a wide mouth bottle. The sufferer's head is held over it in such a manner as to compel the inhalation of the fumes.

Carbolic acid	2 drachms
Ammonium carbonate (in fragments)	1 ounce
Terebene	1 drachm

The patient should be held up by the feet for a few minutes night and morning, before the inhalation, as a

lot of fluid would escape from the mouth and nostrils, affording the medicaments much better access to the diphtheric membranes. Unless the birds affected are particularly valuable, it is advisable to destroy them before the rest of the flock becomes infected.

Solidified Alcohol

J. I. K. asks: "Will you tell me something about solidified alcohol?"

In the so-called "solidified alcohols" on the market the alcohol is suspended in a soap mixture so that it may be used for heating purposes and still not be open to the dangers of alcohol when burned alone. Solidified alcohol may be made according to the following formula:

Stearic acid	8½ grammes.
Caustic soda	1.35 grammes.
Alcohol (grain or denatured), q. s. ad	100 grammes.

Dissolve the stearic acid in about 50 grammes of alcohol, by the aid of heat. Dissolve the caustic soda in about 40 grammes of alcohol. Mix, and warm until the two solutions combine. Pour into suitable molds.

The molds ordinarily used are friction-top cans capable of holding 3 or 4 fluidounces. To ignite, the cover is removed and a lighted match held over the solid mixture. To extinguish, the cover is slipped on the can. Care should be taken not to tip over a lighted can, as when the mixture is burning it becomes a semiliquid and therefore a source of danger if spilled. When the fire is extinguished and the mass allowed to cool the contents of the can again solidify. The soap itself does not burn but is left in the can after the spirit has been consumed.

Eau de Quinine.

W. C. H. writes: "Will you kindly publish a formula for a so-called 'Eau de Quinine' hair tonic? I would like one that can be sold at a low price to barbers."

Here are a couple of formulas for preparations of this type:

1 Quinine sulphate	20 grams.
Glycerin	1 fluidounce.
Cologne water	2 fluidounces.
Bay rum	2 fluidounces.
Rose water, q. s. ad	11 fluidounces.

Mix, dissolve and filter. If desired, a bright-red color can be imparted to the preparation by the use of red saunders or tincture of cudbear.

2 Yellow cinchona	30 parts.
Cochineal	2 parts.
Potassium carbonate	2 parts.
Alcohol (90 per cent)	80 parts.
Perfume	a sufficiency.
Water	500 parts.

Make a decoction of the cinchona with the water. When cold, add the cochineal and potassium carbonate and filter the liquid. To the filtrate add the alcohol and the desired perfume.

Of the two preparations the latter is the cheaper one to make and therefore is probably better suited to general requirements.

A Hard-water Softener

I. P. W. asks: "Can you tell me what means are employed to soften so-called hard water?"

Hardness in water may be either temporary or permanent. Temporary hardness is caused by the presence of calcium carbonate held in solution by carbon dioxide. Boiling such water expels the excessive carbon dioxide, causing the lime-salt to be precipitated, thereby rendering the water soft. The precipitate can then be filtered readily from the water. Permanent hardness is due to the presence of certain salts, the chief of which are calcium sulphate and calcium chloride. These are not precipitated by boiling.

Owing to the varying compositions of different waters there can be no definite formula given for a chemical softener suitable for all-around use. We will say, however, that mixtures of sodium carbonate with borax, or sometimes with lime, are often used. The amounts and proportions to use have to be determined by experimentation with the particular water in question.

Dandruff Remedy.

H. J. N. writes: "During 1907 there appeared in the BULLETIN a formula for a dandruff remedy containing among other ingredients resorcin, compound tincture of lavender and glycerin. Will you repeat the formula?"

The following appeared in September, 1907:

Resorcin	2 drachms.
Tincture of cantharides	4 fluidrachms.
Castor oil	1 fluidrachm.
Compound tincture of lavender	4 fluidrachms.
Glycerin	4 fluidrachms.
Best imported bay rum, q. s. ad	1 pint.

Separate the hair with the fingers, morning and night, and rub about a teaspoonful of the liquid into the scalp. The preparation will not harm the hair, but as the medication does its work on the scalp, an endeavor should be made to apply it there. After about a week the hair will become unpleasantly oily. When this occurs, wash the hair well with the white of an egg, followed by soap and warm water, and finally by plain water. Repeat the washing as often as the hair becomes oily.

After a few weeks' use the preparation may be discontinued. Later if there is any indication of a return of the trouble, an application once or twice a week will keep the dandruff in permanent subjection.

Iron and Magnesium Sulphates in an Alcoholic Mixture.

M. & C. write: "What is the matter with the following prescription? It separates into two parts and the upper portion assumes a darkened appearance."

Ferri sulph.	8 grains.
Magnesium sulph.	1½ ounces.
Acid sulph. dil.	80 drops.
Tr. cardam. comp. q. s. ad	4 fluidounces.

Sig.: Tablespoonful as directed.

Both the sulphate of iron and the magnesium sulphate are insoluble in alcohol. Consequently as diluted alcohol is the menstruum used in compound tincture of cardamom the salts are not completely dissolved, and the preparation separates in two parts.

The darkening in color is due to the action of sulphate of iron upon the tannin in the cinnamon and perhaps in some of the other ingredients in the compound tincture.

Concerning Empty Capsules and Wafers.

J. L. writes: "I would like descriptions and prices of the apparatus necessary for making empty gelatin capsules and empty rice-flour wafers or cachets. I

would also like to have full explanation of the methods used in the manufacture of these two articles."

Owing to the considerable amount of special machinery needed, and the many manufacturing difficulties involved, it is not practical for the ordinary druggist to make his own capsules and wafers. Better articles can be obtained already made from manufacturers at a decided saving in cost.

If you are contemplating the manufacture of capsules or wafers on a large scale, you should get in touch with the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich. This concern manufactures pharmaceutical machinery and laboratory appliances of all kinds and will be glad to furnish you whatever apparatus you require. A description of the process involved in making empty capsules can be found on page 576 of the United States Dispensatory.

Artificial Flavoring Extracts

J. F. K. asks: "Please publish formulas for making artificial extracts of peach, strawberry, and sarsaparilla."

PEACH.

Oil of almonds.....2 fluidrachms.
Pineapple oil.....2 fluidrachms.
Tartaric acid.....2 drachms.
Alcohol (80 per cent).....1 pint

STRAWBERRY.

Pineapple oil.....1 fluidounce.
Tincture of orris.....½ fluidounce.
Tartaric acid.....½ ounce.
Alcohol (80 per cent).....1 pint.

SARSAPARILLA.

Oil of anise.....4 fluidrachms
Oil of wintergreen.....1 fluidounce.
Oil of sassafras.....1½ fluidounces.
Alcohol, q. s. ad.....1 pint

To comply with the food and drug laws these products must be labeled "imitation" or "artificial."

Phenolated Camphor.

C. L. asks: "Will you publish a formula for phenolated camphor?"

Camphor and crystalline carbolic acid (phenol), when triturated together, form an oily-appearing liquid which does not possess the caustic properties of phenol. The mixture is made ordinarily with 3 parts of camphor to 1 of phenol by weight.

The Standard Formulary gives the name, "phenolated camphor," to the following:

Camphor, in coarse powder.....10 ounces.
Carbolic acid crystals.....3½ ounces.
Alcohol .....½ fluidounce.

Triturate the ingredients together until an oily liquid is obtained, or mix them in a bottle and agitate freely until solution occurs.

The product is insoluble in water, but soluble in alcohol, ether, chloroform, and oils

Bowling Alley Varnish.

A. K. B. says: "I want to know how to make a varnish that will impart a lustrous, hard surface to bowling alleys."

For purposes where a very hard and durable finish on wood is required the *Scientific American Cyclopedia of Formulas* recommends the use of amber varnish made by dissolving, with the aid of heat, 4 ounces of very pale, transparent amber in a mixture composed of a pint each of clarified linseed oil and turpentine.

A white varnish that is susceptible to polish can be made as follows:

Mastic, in drops ..... 13 parts.
Sandarac ..... 49 parts.
Elemi ..... 6 parts.
Venetian turpentine.....2000 parts.
Alcohol .....2000 parts.

Care should be taken to get the genuine Venetian turpentine and not the commercial article sold under that name, which is made by dissolving rosin in oil of turpentine.

A Chapped-hand Preparation.

S. B. L. asks: "Can you supply me with a formula for a chapped-hand preparation containing, among other ingredients, quince seed, witch-hazel, and carbolic acid?"

The following formula was one of those receiving honorable mention in the prize contest conducted last year by the BULLETIN:

Quince seed .....1½ drachms.
Boric acid .....½ drachm.
Glycerin .....2 ounces.
Spts. vini rect.....3 ounces.
Phenol .....½ drachm.
Cologne water .....1 ounce.
Oil lavender flowers.....20 drops.
Glycerite of starch.....2 ounces.
Dist. ext. witch-hazel.....q. s. ad 16 ounces.

Dissolve the boric acid in eight ounces of water; add the quince seed and macerate for twenty-four hours; then press through a straining-cloth. To this add the glycerin, phenol, and the glycerite of starch well mixed. Mix the cologne and oil with the alcohol. Add the solution to the mucilage, mix thoroughly, and press through a straining-cloth.

This formula has been used continuously for thirty years for chapped hands and roughness of the face, and enjoys a better demand to-day than ever before.

"Bitterless" Malaria Remedy.

E. R. E. says: "Can you supply me with a formula for a malaria remedy containing a bitterless preparation of cinchona alkaloids?"

The following is a typical formula for a preparation of the kind you desire:

Quinidine sulphate.....2 ounces av.
Solution of arsenous acid.....1 fluidrachms.
Fluidextract of senna.....1 fluidounce.
Syrup of licorice, q. s. ad.....64 fluidounces.

Dose: One teaspoonful 3 or 4 times daily.

Owing to the absence of bitter taste in this mixture it has been known by such names as "tasteless chill remedy" or "tasteless malaria tonic."

Syrupus Quinidinæ, the bitterless syrup of quinidine, the formula for which appears on page 166 of the National Formulary, is a somewhat similar preparation that is used occasionally as an antiperiodic in the treatment of malaria

Formula and Recipe Books

E. R. E. writes: "I would like a list of formula books suitable for a pharmacist's library."

Among the books of the nature that you desire may be mentioned The Era Formulary, published by D. O. Haynes & Co., New York; The Pharmaceutical Formulary, published by The Pharmaceutical Journal

Office, 17 Bloomsbury Square, London; Henley's Twentieth Century Book of Recipes, Formulas and Processes, published by Norman W. Henley Co., 132 Nassau Street, New York; The Scientific American Cyclopedia of Formulas, published by Munn & Co., New York; and The New Standard Formulary, published by G. P. Engelhard & Co., Chicago

Bluing Gun-barrels.

R. W. writes: "Can you tell me how to restore the blue color to a gun-barrel?"

For bluing of gun-barrels in imitation of the blue color imparted by heat, the following process is offered:

Sodium hyposulphite	1 ounce.
Lead acetate	1 ounce.
Water	2 parts.

Dissolve separately each of the salts in one pint of water. Then mix the solutions and apply the mixture, previously heated, to the gun-barrel. The surface of the barrel should previously have been entirely freed from oil and grease by wiping the surface with a solution of potassa. When the blue color has developed wipe the metal dry and polish with oil.

Before applying the liquid it is advisable to insert a cork stopper in the end of the barrel in order that none of the fluid can enter the inside of the barrel.

A Fly Chaser

P. H. S. writes: "Will you publish a formula for a fly chaser?"

The following has been recommended for use in combating the fly nuisance:

Oil of pennyroyal	2 fluidrachms.
Oil of citronella	4 fluidrachms.
Campbor liniment	2 fluidounces.
Cottonseed oil q. s. ad	16 fluidounces.

Mix thoroughly by agitation.

This preparation is to be applied freely to any exposed parts. It may also be sprayed around the premises frequented by the flies. Strips of cloth or paper dipped in the mixture and then hung up in different parts of the room likewise aid in causing the pests to keep their distance.

Oil of "Chrismol."

E. M. H. writes: "How is oil of chrismol obtained?"

We are unable to find any mention of oil of chrismol in the literature. The name chrismoline, however, is given in an English book as a synonym for liquid paraffin

Liquid paraffin is made by distilling the residuary liquid boiling between 330° and 390° C., obtained after removing the lighter hydrocarbons from petroleum. It is purified and decolorized by first treating it with sulphuric acid and then with caustic soda, and passing it, while hot, through animal charcoal. On cooling, some solid paraffins will separate; the liquid is then redistilled and the portion boiling below 360° C. rejected

Liquid Floor Polish.

C. W. E. says: "I would like a formula for liquid floor polish that will leave a gloss on the surface of the wood, and that I can sell for about 30 cents a quart."

Here is a formula that is recommended in the literature:

Yellow wax	8 parts.
Water	56 parts
Potassium carbonate	4 parts.

Dissolve the potassium carbonate in 12 parts of water. Heat the wax and the remaining water together until the former is liquefied; then mix the two and boil until a homogeneous emulsion is obtained.

In using this polish it should be applied in a thin coat, allowed to dry thoroughly, and then rubbed hard with a brush or cloth until a suitable gloss is obtained

Perspiration Deodorizer.

A. A. asks: "Can you supply me with a formula for a perspiration deodorizer in powder form?"

Both of the following have been suggested for use in treating odorous perspiration:

(1)	Zinc oleate	4 drachms.
	Boric acid	3 drachms.

Mix.

(2)	Salicylic acid	20 grains.
	Zinc oleate	½ ounce.
	Powdered starch	1 ounce

Mix.

These preparations are to be applied freely to the affected surfaces.

BOOKS

"Perfumes and Cosmetics."

The fourth edition of this treatise on the preparation and manufacture of perfume and cosmetics, translated from the German of George William Askinson, Dr. Chem., although intended for use by perfumers in general, should appeal especially to the pharmacist. It contains practical directions and formulas for making various kinds of perfumes, sachets, smelling salts, pastils, cosmetics, hair dyes, and numerous other toilet preparations. A special chapter is devoted to the subject of synthetic perfumes and the manner in which they may be used to replace the natural products.

The book furnishes the instruction needed by the druggist to carry out reliable processes for preparing the most generally approved and simple perfumes, and enables him to test the various ingredients for purity or adulteration. Included in it is a wealth of information concerning the history of perfumes and aromatic substances. A feature of the work is the inclusion of a number of announcements of dealers in essential oils and other perfumers' supplies, so that the reader may know where to send in order to obtain the various materials mentioned in the text.

"Perfumes and Cosmetics" is a substantially bound volume of nearly 350 pages, and is published by the Norman W. Henley Publishing Company, 132 Nassau St., New York City. The price is $5.00, prepaid.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

"WE do our best to serve the public," the proprietor of the corner drug store told us, "but we can't please everybody, try as we may."

"A few minutes ago, two young women swept into this place and demanded to look at our directory. I showed them where to find it. In a few minutes I heard one of them say:

"'Why, her name isn't in this directory! Did you ever hear of the like?'

"Then the ladies approached me haughtily.

"'Can you tell us if there is a first-class drug store in this vicinity?' asked the spokeswoman. 'We wish to consult their directory.'"—*Medical Standard.*

THE attention of buyers is directed to Chas. Pfizer & Co.'s Citric Acid, Crystals, Powdered and Granulated, all strictly U. S. P.

Their Crystals are exceptionally white and clear and their Powdered article has gained an enviable reputation for uniformity of dryness and whiteness, which characteristics are very important where a Powdered Citric Acid is desired.—*Adv.*

"How's the telephone service in your town?"

"Worse and worse. The private wires are increasing so fast that I'm in almost total ignorance of the private affairs of my immediate neighbors."—*Life*

SECRETARY GARRISON, of the War Department, boarded a horse-car in New York. He had no change and gave the conductor a five-dollar bill. The conductor took the bill, walked to the front end of the car and stood there.

"My change?" suggested Garrison.

"I can't change no five-dollar bill," the conductor replied.

"Then give me back my bill," demanded Garrison.

"Can't do that either, boss," the conductor replied; "but if you'll stay on the car until we get to the barn you can have the horses!"—*Saturday Evening Post.*

MAUD. "Don't you think there are just as good fish in the sea as ever were caught?"

Marie: "I don't know. But they are smarter, anyway."—*Boston Transcript.*

What's good for a Boil?--

Being a good neighbor, with an eye to business, also; the Drug Man promptly replied:—

Antiphlogistine
TRADE MARK

spread on thick and as hot as you can bear it; then cover with absorbent cotton—repeat as needed. Result:—Pleased, benefitted customer, and **TWO** sales—Antiphlogistine and pkg. Cotton.

"There's Only ONE Antiphlogistine"

DENVER CHEMICAL MFG. CO.,
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously
For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, • • PITTSBURGH, PA.

University of Michigan, College of Pharmacy, Notes.—By action of the Board of Regents the title of the School of Pharmacy has been changed to College of Pharmacy. This action is in harmony with the definition adopted by the Association of American Universities and later approved by the National Association of State Universities. According to this definition, the term College shall be restricted to a part of the University, the standard of admission to which is equivalent to that required by the Carnegie Foundation for the Advancement of Teaching, and which offers instruction of not less than two years' duration leading to a first degree in arts, letters, or sciences.

Prof. Homer C. Washburn, B.S., 1904, Dean of the College of Pharmacy of the University of Colorado, Boulder, Colorado, has been unanimously chosen captain of the New University Cavalry, Troop D, of the National Guard.

J. R. Dean, B.S., 1913, is holder of the Fellowship which the Flavoring Extract Manufacturers' Association maintain for the year 1914-1915. The subject of research is vanilla extract and some of the problems presented in its manufacture.

Teacher: "Now, children, here's an example in mental arithmetic. How old would a person be who was born in eighteen eighty-eight?"

Pupil: "Please, teacher, was it a man or a woman?" —*Woman's Home Companion.*

Doing His Share.—"Are you doing anything for the preservation of our antiques?"

"You bet I am. I sell cosmetics."—*London Mail.*

Everything from the most insignificant photographic chemical to the most complex motion picture camera is listed in the 300-page catalogue of Burke & James, Inc. It contains illustrations and descriptions of the thousands of accessories used in photography, and every article in it is backed by the unlimited B. & J. guarantee.

Your name and address, if put on the coupon attached to the ad of Burke & James, Inc., Department 7054, 240-258 E. Ontario Street, Chicago, will bring the catalogue to you. In addition, it will secure for you information telling how you can become a dealer in Ingento cameras and supplies at a comparatively small investment. You will learn, furthermore, how this line opens up the way for more customers and increased profits.

Billy Mooney, after running a barber-shop in Centerville for two or three years, decided to become a dentist. His uncle Si, upon hearing of this decision, dropped in to talk it over.

"Yes, Billy," said he, "dentistry is about the easiest new job you could tackle. You know how to work the chair already, so the rest ought to come easy enough." —*Houston Chronicle.*

Retailers Have Been Making Profits from Diamond Dyes for More Than 30 Years.

There can be no doubt about the wisdom of pushing any product which has produced steady profits for druggists for more than thirty years.

Diamond Dyes

are one of the few sources of income for retail druggists which have more than a quarter of a century's record as steady sellers. Order any colors that you like at once.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT,

and 200 MOUNTAIN STREET, MONTREAL, CANADA.

ADVERTISING HELPS THAT BRING BUSINESS.—The combination of advertising services offered by the Seagers Advertising Company, New York, is a winner. It gives the druggist everything that he can desire—the most convincing kind of advertising copy for his newspaper advertisements, booklets, circulars, counter slips, letters, etc.; copy for advertising not only to the laity but also to doctors; business-building plans and novel schemes for forcing prosperity to his store; schemes which wake him up, and make it interesting for customers to trade with him.

Then comes the illustrating service through which you are supplied with the most attractive kind of illustrations that present your goods to a far-away customer as well as though he or she were standing right at your counter. The illustrations enable you to talk to your customers in any language.

The silent salesman show-card service completes the trio, and the great wonder in our minds is how it can possibly be sold for the price this firm is asking. The five show-card fixtures supplied are certainly beautiful and entirely new in style and finish. They are made in the new upright style, and finished in satin brass. Druggists all over the country are ordering extras as soon as their first lot arrives. The cards are printed on one of the most expensive cardboards made and in two colors.

They cover lines handled by all druggists, and from the moment you start to display them, extra sales will be created. The demonstrating device which enables you to show, on the card itself, the article advertised in the reading matter, is a novel feature and a great help in making sales which otherwise would be lost.

To sum the whole matter up, this trio of services is offered at a price within the reach of every druggist, and the druggist who puts off getting in line is simply putting off the increased business which he has so long been waiting for. A coupon attached to the Seagars Company's ad on another page will, when properly filled out, bring you the details of any or all the three services. Look it up.

W. H. COUSINS, Wichita Falls, Texas, who is a member of the Texas Board of Pharmacy, writes:

"I have been going through the materia medica papers of the recent examinations held in Waco, and from the looks of the answers I think there are to be few new druggists in Texas. For instance, one of the embryos in answering the question from whence do we obtain Pilocarpine said Parke, Davis & Co.—*Practical Druggist.*

THERE are scores of Horlick's Malted Milk users in your vicinity and each day sees new ones added to the list.

A display of Horlick's, together with a discriminating use of the advertising helps furnished by the company, will get you your due proportion of this business.

Are you going after it?

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

THE worried countenance of the bridegroom disturbed the best man. Tiptoeing up the aisle, he whispered:

"What's the mater, Jock? Hae ye lost the ring?"

"No," blurted out the unhappy Jock, "the ring's safe eno.' But, mon, I've lost ma enthusiasm."—*Youth's Companion*

STORE OWNERS who have used the Booster Club Campaign to increase their business report most enthusiastically concerning its value as a trade builder. They say the campaign means more sales and better profits, that it cleans out slow-sellers, collects old accounts, makes friends for the store, beats mail-order competition, and gets the cash for every purchase.

Booster Club Campaigns are placed with but one dealer in a town, so it's up to you to act now if you want to get in ahead of competitors. Complete information about the campaign, telling how it increases sales and secures new customers, will be sent to you if you cut out and mail the coupon in the ad of the Practical Advertising Company, Springfield, Ill., which appears on another page of this issue.

"YOUNG Mr Goodleigh is a true Christian," said the deacon's wife.

"I guess that's right," replied the deacon. "He has gone to the Sunday-school picnic three years in succession."—*Life.*

You can't feed a Broadway chicken if you have only chicken feed.—*Practical Druggist.*

GUESSWORK in figuring soda fountain receipts doesn't enter in if the Lock-Stub Check System is employed. By its use "leaks" whether from carelessness or dishonesty are quickly and permanently stopped. Furthermore, it provides a clean, bright check for each customer, doing away with the antiquated method of using celluloid or metal checks.

A booklet describing the working of the system is waiting for you. To get it, write the Lock-Stub Check Company, Bush Terminal, Brooklyn, N. Y., or 22 Quincy Street, Chicago, Ill.

MOTORIST: "Have you driven for good people?" Chauffeur: "Gee! You should have seen the obituaries of some of 'em."—*Puck.*

"H—er—seems," said he, regarding the unfortunate with scientific interest, "that the attacks of fever and chills appear on alternate days. Do you think—is it your opinion—that they have, so to speak, decreased in violence, if I may use that word?"

The patient smiled feebly.

"Doc," said he, "on fever days my head's so hot I can't think, and on ague days I shake so I can't hold an opinion."—*New York Globe.*

THE SANITARY "DUMORE"

The Electrically Driven Drink Mixer.

The Dumore

advertises your store.

The Dumore

attracts your customers. There are no springs to rust or weaken. There can be no shocks, every part being thoroughly insulated; standardized and interchangeable. It is started or stopped at any point, and the mixing rod and agitator can be detached instantly.

The Dumore

has few parts and they will not get out of order.

The Dumore

is fully guaranteed.

Its base is illuminated.

AN OBJECT LESSON IN SPEEDY AND CLEANLY MIXING.

Wisconsin Electric Co., Racine, Wisconsin.

THE Hoffman-LaRoche Chemical Works, New York, announces that the "Roche" specialties—Digalen, Pantopon, Sedobrol, Thiocol and Larosan—are now offered at the same prices as before the start of the European war.

AREN'T you afraid of hoi polloi?" the erudite reporter asked Senator Cashem.

"Oh, no," replied the statesman, "we boil our drinking-water."—*Philadelphia Public Ledger.*

UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY NOTES.—The members of the senior class recently had the pleasure of listening to two excellent lectures; one on the subject of "Antitoxin and Vaccines," and the second on the subject of "Physiological Testing." These were given by O. V. R. Smith of Parke, Davis & Co. Mr. Smith has had considerable experience in teaching in a college of pharmacy and has the advantage of being able to present the subject matter in a manner both interesting and instructive. The lectures were much enjoyed.

The annual banquet of the Alumni Association was to have been held at the Congress Hotel on Wednesday evening, April 29. Professor Joseph P. Remington, President James, members of the faculty and members of the Alumni were to respond to toasts. The members of the class of 1890 planned to celebrate their Silver Anniversary by attending this banquet. The graduating class, the largest in the history of the school, were to be the guests of the Alumni on this occasion.

Professor Day recently made an address before the evening classes of the Young Men's Christian Association at the Division Street branch on the subject of "Pharmacy as a Profession." This was one of a series of lectures intended to aid the young men in selecting careers.

CITY NEPHEW: So you didn't like the milkmaid chorus in that musical comedy I took you to?

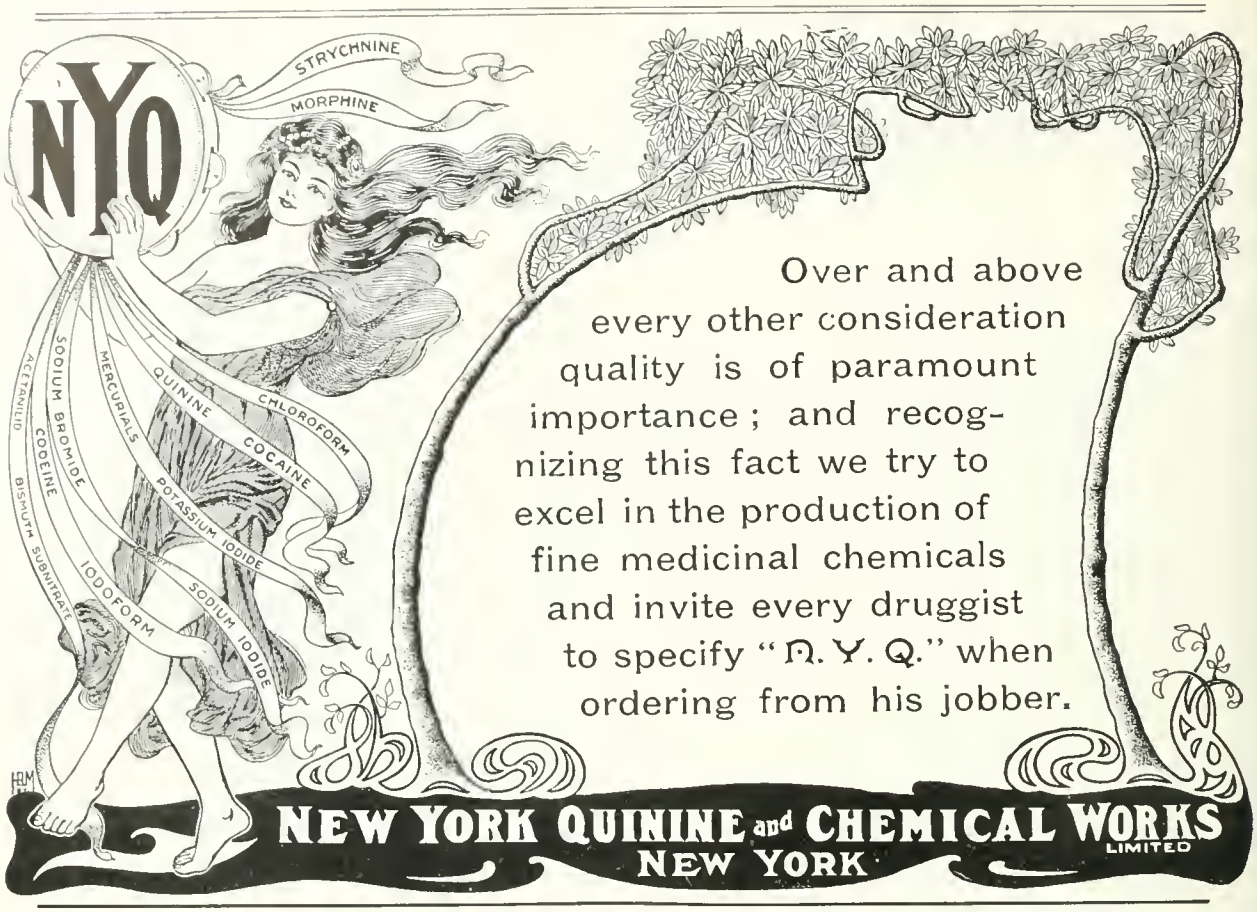
Uncle Eben: No; according to my country ideas, George, the milkmaid ought at least to wear more clothes than the cow."—*Puck.*

THE business of the Joseph Knittel Show Case Co., 327 Third and Broadway, Quincy, Ill., is the making of display cases and fixtures that produce more and better sales.

The company's catalogue, telling about practical drug store fixtures, reasonably priced, is yours for the asking.

ADMIRER: "Where did you get that heartrending description of a sick child?"

Great Author: "It's the way my boy says he feels when he wants to get out of going to school."—*Liquid Bottler.*


NYQ
STRYCHNINE
MORPHINE
SODIUM BROMIDE
MERCURIALS
QUININE
CHLOROFORM
COCAINE
CODEINE
POTASSIUM IODIDE
BISMUTH SUBNITRATE
IODOFORM
SODIUM IODIDE
Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.
NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

PRESCRIPTION stoppers that fit perfectly and that come out of the bottle without breaking are made by the R. W. McCready Cork Company, Chicago, Ill.

To get them, ask your jobber for "Trefoil" corks.

TEN THOUSAND BUSINESS MEN TO GATHER IN CHICAGO.—It is expected that over ten thousand business men will attend the eleventh annual convention of the Associated Advertising Clubs of the World which will be held in Chicago, June 20 to 24.

To accommodate this crowd the convention will be held in the Auditorium Theatre, while the various departmental meetings, such as retail advertisers, general advertisers, newspapers, business papers, magazines, etc., will be held in the Auditorium Hotel and Annex on the Lake Front.

The programme committee is making every effort to get the best men in their line to address these departmental meetings, so that those attending them may have an opportunity of becoming acquainted with methods and policies which have proven most successful. Steps have also been taken to encourage informative addresses, and it is expected that these departmental meetings will prove to be gigantic experience meetings of a kind never before attempted.

In addition to the business side of the Convention an unusual programme has been prepared in the way of entertainment. A street pageant which will take two hours to pass a given point will be held Monday evening. On Tuesday and Wednesday evenings an advertising show will be staged at the Auditorium Theatre. There will be lake excursions, auto trips for the ladies, and a dozen other worth-while features of that kind. It is expected that President Wilson or some other nationally prominent man will deliver the opening address, and all indications are that this convention will be the greatest so far held.

THE minister was dining with the Fullers and he was denouncing the new styles in dancing. Turning to the daughter of the house, he asked sternly:

"Do you yourself, Miss Fuller, think the girls who dance these dances are right?"

"They must be," was the answer, "because I notice the girls who don't dance them are always left."—*Ladies' Home Journal.*

HALF the money you are spending for rubber bands can be saved if you use the "Bestuvall" bands sold by the Dykema Company, Pittsburgh, Pa.

"Bestuvall" bands are the same length as the ordinary No. 11 band, but they are only half as thick, consequently you get twice as many to the pound. Made from the highest grade of Para rubber, they have the same resisting qualities as the heavier bands.

To satisfy yourself as to their quality and efficiency send 60 cents to the Dykema Company for a trial 4-ounce package. A full pound costs $2.00.

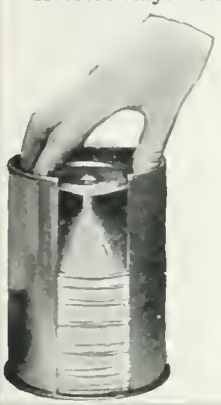
Vortex Sanitary Service

FOR HOT AND COLD DRINKS

PARAFFIN PAPER CUPS AND METAL HOLDERS.

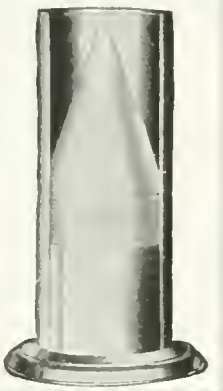
(Patented and Patents Pending.)

Vortex Paper Cups are made for Sodas and Sundaes in regulation sizes for use in Vortex Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary. The Vortex System not only eliminates sloppy conditions of the fountain and tables and the danger from chipped glass, but also saves:



Loss in breakage of glassware.
Using of hot water.
The expense of washing.
25% in the labor of serving.

If your jobber won't supply you, write us.



THE VORTEX MFG. CO.

CHICAGO.

"Why are women so crazy over these battered-up football players?"

"I suppose it is because of the innate feminine love of remnants."—*Life.*

Mixing Drinks by Electricity.—The old, slow, laborious method of mixing drinks by hand-shaking has been done away with. Electricity now performs the work quicker and better.

While there are many kinds of mechanical drink mixers in use, the Arnold Electric Co. of Racine, Wis., claims to have one of a strictly sanitary type.

The Arnold principle provides for a covered container so that no dirt can get into the mixture while the mixing process is going on. This too prevents the splashing of the ingredients. The mixing stick is never exposed, thus keeping dirt from gathering and preventing flies from roosting.

Arnold mixers are made in various styles and can be bought for prices as low as $11.25. Every up-to-date modern soda fountain should have one. If you are interested write to the Arnold Electric Company at Racine, Wis., and get the literature and full details of the company's 10-day free-trial offer.

Father (trying to give the concealed dose): "Well, well, you are a funny boy. May I ask why this sudden extraordinary dislike for jam?"

Chip: "'Cos I b'leeve it's mined."—*London Sketch.*

Isn't it worth one cent to you to obtain full information concerning a line that can be made to pay your rent?

One cent is all that it costs to send the post-card on the back cover of this issue to the Ansco Company, Binghamton, New York.

The card brings to your desk information that will make you want to install an Ansco photo supply department.

Ansco supplies include the well known Ansco and Buster Brown cameras, the original Ansco films, the prize-winning Cyko paper and the standard Ansco chemicals. They are dependable, business-pulling articles, the handling of which is proving to be a best-paying side-line for thousands of druggists all over the country.

The "Ansco" sign over your door identifies your store as photographic headquarters for your locality. Ansco prices are protected and but one dealer in a neighborhood can have the Ansco agency.

If you want Ansco publicity to work for you, send the post-card now and get the company's 1915 catalogue and stock order suggestion blanks.

Hostess: "I sometimes wonder, Mr. Highbrow, if there is anything vainer than you authors about the things you write."

Highbrow: "There is, madam; our efforts to sell them."—*London Opinion.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

You can give the finishing touch to the spick and span appearance of your soda fountain—and, indeed, to that of the whole store—by having your clerks arrayed in Weissfeld coats.

Weissfeld coats come in 25 styles and 40 patterns, and are guaranteed to prove satisfactory in quality, workmanship, fit and style.

A request to M. Weissfeld Manufacturing Co., 253 E. Market Street, Philadelphia, Pa., will secure for you, free of charge, samples and complete instructions for measuring.

Write for them to-day.

A New Yorker was spending a night at a "hotel" in a Southern town, and, when going to his room for the night, he told the colored porter that he wanted to be called early in the morning. The porter replied:

"Say, boss, I reckon yo' ain't familiar with these heah modern inventions. When yo' wants to be called in de mawnin', all yo' has to do is jest to press de button at de head of yo' bed. Den we comes up and calls yo'."—*Youth's Companion.*

Stokes Automatic Water Stills supply absolutely pure distilled water at a cost of only 2 cents a gallon.

Can you afford to be without one?

The F. J. Stokes Machine Co., Philadelphia, will sell you one for $18 and guarantee it.

At the urgent request of the umpire, the pitcher plodded his weary way to the clubhouse.

"I lost my head, I guess," he vouchsafed as he hesitated near his manager.

"I saw a dog gnawing something outside the gate," sympathized the manager.—*San Francisco Enquirer.*

Love's fruit tablets are pure confections that withstand the hot, sticky days of summer. If the bottles are kept properly closed the tablets resist all atmospheric changes and retain their delicious flavor indefinitely.

The tablets make a splendid summer side-line. They are packed in five-pound bottles in the following flavors: assorted, wild cherry, chocolate, hoarhound, lemon, lime, orange and raspberry. Trade-pulling advertising matter is furnished with each order. For samples and quotations address the F. S. Love Manufacturing Co., Johnstown, Pa.

"Now, Dorothy," said the teacher to a small pupil, "can you tell me what a panther is?"

"Yeth, ma'am," lisped Dorothy. "A panther ith a man that makths panths."—*Chicago News.*

"Reginald, what did you study in school to-day?"

"We had two films of history and one reel of geography, ma."—*Louisville Courier-Journal.*

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

JONES: What's the Oh Joy silver mine stock selling for now?"

Broker: We just sold the last ten rolls of it for wall paper.—*Philadelphia Bulletin*

PROFESSOR BEAL TO ADDRESS ILLINOIS PHARMACISTS.—A notable feature of the coming convention of the Illinois Pharmaceutical Association, which is to be held at Springfield, June 15, 16, and 17, will be an address by Prof. James Hartley Beal. The officers of the association are very much pleased to have Professor Beal's acceptance of their invitation to address the convention, especially in view of the fact that Professor Beal comes to the association as an adopted son of Illinois since he has made his home at Urbana.

Professor Beal's long experience in association activities, no less than his legal training and his participation in the framing of the Harrison bill and other important legislation, makes his accession to the Illinois Pharmaceutical Association most important and timely. It is the hope of the officers of the association that an unusually large number of members will avail themselves of this opportunity to hear Professor Beal and welcome him to the Illinois Pharmaceutical Association.

AT an expenditure of fifty thousand dollars in money and five years' time the Blackman Stock Remedy Co., of Chattanooga, Tenn., has produced Blackman's Medicated Salt Brick in its present perfected form. It does not crumble nor break, but remains in one piece until entirely consumed.

This preparation, intended for use as a worm medicine and general tonic for horses, colts, mules, cattle, sheep, and hogs, consists of dairy salt mixed with sulphur, copperas, saltpetre and nux vomica. There is no inert substance used in it to give bulk to the product Each ingredient serves a definite, well-defined purpose.

To increase sales for druggists handling Medicated Salt Bricks the Blackman Company furnishes advertising helps and sends descriptive literature to selected lists of names furnished by the druggists.

A letter sent to the company, and mentioning the BULLETIN OF PHARMACY, will bring to you full particulars of the merits and sale-possibilities of the Brick as well as of the other Blackman stock remedies.

Start the letter now. It will mean additional revenue from your rural patrons.

"WHO was Shylock, Aunt Ethel?"

"My dear! And you go to Sunday-school and don't know that!"—*Life.*

LADY: "I want to buy a dog. I don't know exactly what you call them, but they look something like a greyhound with long hair and a head like a bulldog Do you keep dogs like that here?"

Dealer. "No, ma'am; we drowns 'em."—*N. Y. Sun*

A WILMARTH STORE—Fountain at the Rear.

THE FOUNTAIN SEASON IS ON

Of course, you realize the rest of your store fixtures materially affect your soda sales. Fountain customers are fastidious—a nice-looking store always draws them. A new *Wilmarth* drug store outfit boosted the fountain trade over 100%

$500 AND UP FOR A WILMARTH OUTFIT.

Wilmarth Drug Store Equipment saves "the dollars that die young."

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

DRUG EQUIPMENT

From the Single Case to the Store Complete.

1520 JEFFERSON AVE., GRAND RAPIDS, MICH.

NEW YORK, 20 West 30th St.
CHICAGO, 233 W. Jackson Blvd.
CHICAGO, Fuller-Morrison Co.
BOSTON, 21 Columbia St.
PITTSBURGH, House Bldg.
MINNEAPOLIS, 27 N. Fourth St.
ST. LOUIS, 1118 Washington Ave.
DES MOINES, Shops Bldg.
SALT LAKE CITY, 257 S. Main St.

Made In Grand Rapids

THE accompanying photograph shows the attractive display of the Defender Photo Supply Company of Rochester, N. Y., at the recent International Exposition of Photographic Arts and Industries held at the Grand Central Palace, New York City. Besides showing many of its excellent photographic products the Defender Company exhibited a striking collection of attractive window cards, store signs, etc., as a part of the advertising service furnished to druggist dealers. Among these dealers' helps, which play such an important part in the successful merchandising of photo supplies, was a unique electric flash sign which excited much favorable comment. Many druggists were in attendance at the exposition and these were asked to register at the Defender booth. Each one doing so has since received a souvenir from the company.

A Talcum for Men

Here is a new feature which will appeal to every one of your customers who shaves himself—a talcum powder made expressly for men, a neutral tint that will not show white on the face.

Most men like the protection a talcum gives, but do not want to appear with a "flour face." You can please them all with this new powder.

Mennen's "Talcum for Men" is being described in every advertisement of Mennen's Shaving Cream and is being sampled extensively in reply to inquiries. Are you prepared to take care of the demand from your customers? Are you creating a new and profitable market by calling your customers' attention to this item?

Your jobber is prepared to fill emergency orders, but you had better be prepared to meet the demand. Direct terms on application.

The House of Mennen

Newark, N. J.

DOESN'T an extra ten per cent discount on Cigar purchases sound good to you?

Four thousand druggists are getting it.

They are partners in the Tampa-Cuba Cigar Company. This organization is owned and controlled by druggists and its products are sold only in drug stores. The large volume of buying power represented by Tampa-Cuba shareholders cuts costs to the bone and results in a substantial discount to members.

Complete details explaining how you can become a Tampa-Cuba dealer and buy quality cigars at a ten per cent saving will be forwarded upon application to the company. Address Box 938, Tampa, Florida.

A TEACHER had told a class of juvenile pupils that Milton, the poet, was blind. The next day she asked if any of them could remember what Milton's great affliction was. "Yes'm," replied one little fellow; "he was a poet."—*Argonaut*

THE girl behind your soda fountain—is she a dispenser, or is a big part of her time taken up with the washing of dishes?

If the fountain is equipped with Maple Comports the time that previously was used for dish-washing can be devoted to serving additional customers and to reaping additional profits.

Maple Comports are dishes made from genuine sugar maple. They are sanitary, easy to handle, economical containers so shaped as to display the ice cream or sundae in the most pleasing manner. Each Comport is slipped into an attractive silver holder before serving.

To learn why progressive soda fountain owners all over the country are adopting Maple Comports write the Oval Wood Dish Co., at New York, New Orleans, or Delta, Ohio. Jobbers in all parts of North America sell them. The company's ad, appearing elsewhere in this issue, shows the case with which Maple Comports may be used.

PHYSICS INSTRUCTOR: "Name the unit of power, Mr. Jones."

Jones (waking up): "The what?"

Instructor: "Correct. Any questions?"—*Cornell Widow.*

LAST YEAR, national advertising brought Necco and Hub Wafers to the attention of one-third of the people in the United States. This means that one out of every three persons entering your store has heard of them and knows that they are delightful, wholesome disks of pure candy selling at a popular price.

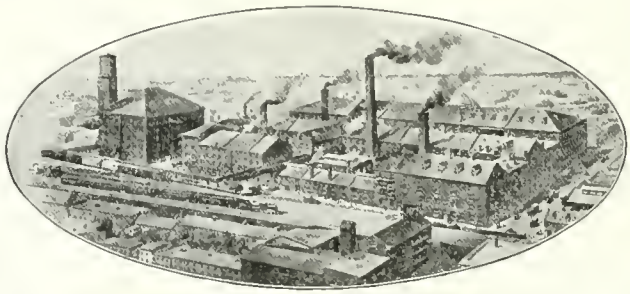
A carton of either Necco or Hub Wafers placed on your counter will speedily demonstrate the fact that a lively demand has been created for them. If your jobber does not have them write to the New England Confectionery Co., Boston, Mass.

P
W
R

FOUNDED 1818

Powers - Weightman - Rosengarten Co.

Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST. SPECIFY "P-W-R ORIGINAL PACKAGES."

McIlvaine Brothers, of Philadelphia, Pa., select one good druggist in each town and give to him the exclusive agency for McIlvaine's Finest Cream Lucca Olive Oil.

Furthermore, the concern coöperates with the dealer in promoting the sale of the oil. It mails direct to prospective customers circular matter which sells the goods, provided the druggist is willing to do his share by displaying the oil in his window and on his counter.

McIlvaine's Olive Oil is packed right where it is produced, in Italy, under the direct supervision of the company's representative. It's quality is unsurpassed.

To secure the agency for this sales-guaranteed line mail the coupon attached to the ad of McIlvaine Brothers, appearing on another page of this issue.

Do it before your competitor beats you to it.

"How useless girls are to-day. I don't believe you know what needles are for."

"How absurd you are, grandma," protested the girl. "Of course I know what needles are for. They're to make the graphophone play."—*Louisville Courier-Journal*

Summer-time heat makes it impossible to display in the windows many of the lines of goods that are shown during the remainder of the year. To pick a line that is not affected by the heat but that possesses real sales-pulling power is often a difficult proposition.

"Window Displays for Druggists," a book published by E. G. Swift, P. O. Box 484, Detroit, Mich., contains calendars of displays for every month in the year. It illustrates and describes 110 business-bringing window shows that have been used successfully by druggists in all parts of the country.

The price of the book is $1.00, post-paid.

"Johnny Jones, what are you fumbling with there?"

Johnny hung his head and was silent. But the tell-tale of the class spoke up:

"It's a pin he's got, ma'am."

"Well, take it from him," said the teacher, "and bring it here to me."

This was done and then, in a mollified voice, the teacher said:

"Now, Johnny Jones, get up and recite your history lesson."

"I can't ma'am. That there pin you took is what holds me trousers up."—*Chicago Examiner.*

Extra dollars in your weekly pay envelope result from taking the course offered by the Practical Druggist Institute, 53 Gold Street, New York

By devoting a few spare hours weekly to the home study of the lessons furnished you gain a knowledge of pharmacy sufficient to enable you to pass State board examinations. A postal card sent to-day will bring sample lessons, terms and full particulars, by return mail.

Kwik-lite
THE QUALITY FLASHLIGHT
DESIGNED WITH SKILL
BUILT BY EXPERTS
Whether JOBBER or DEALER you will be interested in the profit possibilities of this latest development in the flashlight field.
Kwik-lite products embrace a complete line of Flashlight Cases, Batteries and Lamps, with many new and improved features in design and finish.
Just off the press—our thirty-two page catalog—it tells the Kwik-lite story. Ask us today for a copy.
THE USONA MANUFACTURING CO., Inc.
1 Hudson Street
New York
315 S. St. Clair St.
Toledo, Ohio

DESPITE the opportunity offered, the composition of Glyco-Heroin (Smith) is not and will not be changed to meet any of the exemptions or privileges allowed under the Harrison antinarcotic law.

In refraining from going to the public with this product, already highly endorsed by the medical profession, the Martin H. Smith Company, of New York, is to be commended for its efforts to strictly and absolutely keep Glyco-Heroin (Smith) as a physician's product.

Glyco-Heroin is a stable, uniform and dependable preparation for the convenience and use of doctors only. The company making it is doing everything in its power to protect both the druggist and the doctor in the use of it. Druggists should appreciate this fact and be prepared to supply the genuine Glyco-Heroin (Smith) whenever it is called for on prescriptions.

"THE trust has two rolling-mills—one at Pittsburg, the other at Washington."

"What do they roll at the Washington mill?"

"Logs."—*Philadelphia Public Ledger*

"THAT'S What They All Say" is the title of a booklet that is being sent to retail druggists by the Manning Advertising Service of St. Louis, Mo.

It contains "little stories of success"—a few of the many unsolicited testimonials received from the more-than-satisfied users of the service.

The Manning Service furnishes copy for the many kinds of advertising used by enterprising druggists, it shows the way to increased profits, and it does it all for the low cost of one dollar a month.

Send to-day for one of the booklets and a descriptive circular if you want to control the exclusive use of this complete advertising service in your locality.

"SSSH—this is a gossipy place!"

"Sssh—why?"

"Sssh—even the rooms communicate with one another!"—*Harvard Lampoon*

"MRS. BILTER has a fine disposition, hasn't she? And gets on with her husband, doesn't she?"

"Indeed, yes. Why, she would get on with anybody's husband."—*Life*

UNIFORMITY in height, weight and capacity is one of the points of superiority claimed for bottles made by the "Owens" process.

The "Owens" process is the one employed by the Whitney Glass Works, of Glassboro, New Jersey, to produce machine-made bottles, either narrow- or wide-mouthed, for use by druggists and manufacturers.

Nearly Every

DRUGGIST

has

LOST

A large portion of his Olive Oil trade.

This is to show him how to get it back, if he is the lucky one to secure the agency in his locality for

McIlvaine's Finest Cream Lucca Olive Oil

For thirty-five years we have been importing from the famous Lucca district the highest grade Olive Oil that comes to this market. It is imported in glass and tin *only*.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL is well known and appreciated by connoisseurs.

We want to extend its sale. We have an interesting *exclusive agency* proposition backed by high-class advertising.

For particulars, fill out coupon below, attach to your letter-head and mail to us.

McILVAINE BROTHERS

Drug Importers and Millers

1500 Hamilton St., PHILADELPHIA

Please send particulars about the agency for

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL.

NAME _____

STREET _____

CITY _____ STATE _____

B3

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF THE BULLETIN OF PHARMACY.

Published Monthly at Detroit, Michigan.
(Required by the Act of August 24, 1912.)

Editor, HARRY B. MASON.....Detroit, Mich
Managnig Editor, HARRY B. MASON.....Detroit, Mich
Business Manager, HARRY SKILLMAN.....Detroit, Mich
Publisher, E. G. SWIFT.....Detroit, Mich.

OWNERS: (If a corporation, give names and addresses of stockholders holding one per cent or more of total amount of stock.)

Parke, Davis & Co., a Michigan corporation, own the physical property: its stockholders holding one per cent or more of the total amount of stock are

Bewick Company.....Detroit, Mich.
J. Elizabeth Buhl.....Detroit, Mich.
Willis E. Buhl.....Detroit, Mich.
Arthur H. Buhl.....Detroit, Mich.
Lawrence DeLong Buhl.....Detroit, Mich.
Charles L. Freer.....Detroit, Mich.
W. B. Kaufman.....New York City
Arthur McGraw .....Detroit, Mich.
Mrs. Katherine McGregor.....Detroit, Mich.
Frank G. Ryan.....Detroit, Mich.
Charles Stinchfield .....Detroit, Mich.
Dr. E. T. Tappey.....Detroit, Mich.
J. Elizabeth Buhl, guardian for Elizabeth Buhl Warren .....Detroit, Mich.
Hervey C. Wetzel..... .....Boston, Mass.
David C. Whitney.....Detroit, Mich.
David C. Whitney, Trustee.....Detroit, Mich.

Known bondholders, mortgagees, and other security holders, holding one per cent or more of total amount of bonds, mortgages or other securities:

None.

HARRY SKILLMAN,
Business Manager.

Sworn to and subscribed before me this 24th day of March, 1915. GEO. E. RUEHLE,

Notary Public in and for County of Wayne, Mich.

(SEAL)

(My commission expires October 23, 1916.)

DAUGHTER: "I'm going to marry him to reform him."

Mother: "Listen to me, my girl! You take in a week's washing first and see how you like it!"—*Liquid Bottler.*

THE designing department service of the Wilmarth Show Case Company, 1520 Jefferson Avenue, Grand Rapids, Mich., will work for you.

Experts on store equipment will figure on your fixture problems, at no cost to yourself, if you are considering the installation of new store furniture.

A postal card puts you in communication with the Wilmarth Company.

HE: "Do you know, you are so clever and charming and brilliant that I really feel embarrassed in your presence."

She: But you mustn't; really you mustn't.

He (reassuringly): Oh, I dare say I'll get over it when I know you better."—*Boston Post.*

THE two British sailors had secured tickets to the dog show and were gazing upon a Skye terrier which had so much hair that it looked more like a woolen rug than a dog.

"W'ich end is 'is 'ead, Bill?" asked one.

"Blowed if I know," was the reply. "But 'ere, I'll stick a pin in 'im and you look w'ich end barks."—*Ladies' Home Journal.*

FLASH CHEMICAL COMPANY IN NEW FACTORY.—The Flash Chemical Co., manufacturers of "Flash," the well-known house and hand cleaner, has recently moved into a new, four-story, fireproof building erected especially for its use.

The new factory is located at Kendall Square, Cambridge, Mass. It has over 10,000 square feet of floor space and is equipped with every modern device for manufacturing the company's specialties to the best advantage.

When the company was first started in 1906 the product was made in a little loft in the city of Boston. The wonderful progress of the company soon necessi-

tated larger space, the loft serving but for a short three months, so that in 1907 an entire building was leased in the city of Boston. Even this did not suffice and the new building in Cambridge is the last step taken by the company to provide sufficient room in which to manufacture the largest selling hand cleaner in the world.

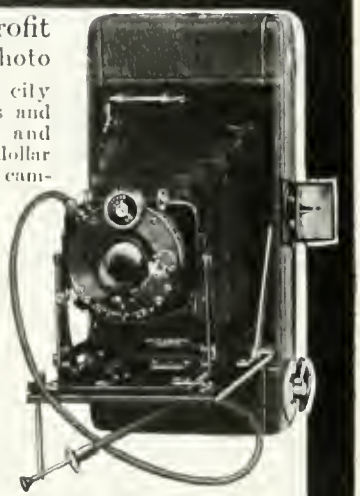
Flash is made from glycerin and neutral oils, together with American ground and bolted Italian pumice. It is used by motorists, mechanics, surgeons and others to remove stains of all kinds from the hands and also serves as a valuable cleaner in the household It is widely advertised and is sold on liberal terms.

TOURIST (in village notion-store): "Whaddya got in the shape of automobile-tires?"

Saleslady: "Funeral wreaths, life-preservers, invalid cushions, and doughnuts."—*Judge.*

New Profit In Photo Supplies

THERE is profit for you in photo supplies. In your city there are hundreds and hundreds of men and women who spend dollar after dollar on their cameras. Every one of your customers is a prospective buyer of a camera and supplies.



Send the coupon today and let us tell you how thousands of druggists all over the country have made splendid successes by carrying the B. & J. line. Find out how you can install this splendid side line in your store by making a remarkably small investment.

Quality Insures Repeat Business

Ingento Cameras—backed by an unlimited guarantee and equipped with the new Acutic Lens mark the one great advance in camera making. Rexo—the king of developing papers has taken the country by storm. Atlas films are unsurpassed. In our new catalog that we will send you free you will find listed thousands and thousands of necessaries used in photography. Everything from the most insignificant chemical to the most complex motion picture camera. Every article backed by the great B. & J. guarantee. It has been the experience of thousands of druggists that their quality insures repeat business. Ask any one of them.

Send the Coupon

Put your name and address in the coupon and find out about the opportunities for increasing your profits. Get our new catalog and full particulars of the offer on which you can become one of the merchants who makes additional profit from this splendid side line. Absolutely no obligations of any kind. Fill out the coupon and mail it today.

Dept. 7055 240-258 E. Ontario St., Chicago

To Burke & James Inc
Dept. 7055, 240-258 E. Ontario St.,
Chicago, Illinois.

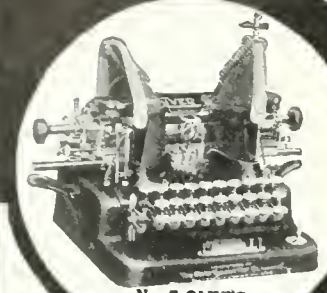
GENTLEMEN:—Please send me without obligations, free and prepaid, your new catalog and tell me how I may become a dealer in cameras and photo-supplies for a very small investment.

Name .....

Address .....

.....

TRY IT 5 DAYS FREE



No. 5 OLIVER

Genuine No. 5 Oliver

SPECIALLY MADE

For Druggists and Doctors

If you don't own a good typewriter now, I'll make you this proposition. As soon as I have your name and address I will quote you a price on a No. 5 Oliver Typewriter that will amaze you. And I will send you a machine for 5 days' free trial. Not a single bit of formality, no red tape, no deposit, no delay. Just send me your name on the coupon at the bottom of this page and get my special druggists' proposition. If it looks good to you just tell me so and the machine will reach you by the quickest express.

Try it out. See how quickly you can learn to operate it, how strong and simple it is. Note the patented Oliver advantages: visible writing, marginal release, built-in tabulator, U-shaped type-bar, universal keyboard with six extra characters, etc.

It has all the advantages of any other $100 machine. And besides these you get two special advantages. Its special paper fingers make the Oliver best of all for writing labels and prescriptions, and it has four special medical symbols shown below. The machine makes a duplicate copy of every prescription, bill order or letter, for your own files.

Prints these Medical Symbols.

℞ ℥ ℨ ℈

1000 More Druggists and Doctors Wanted

Nearly 3000 druggists and doctors now own these special "Medical Olivers." But I want a thousand more to accept my free trial offer this month. European shipments are cut off. I have the machines and I must sell them. My price was always lower than anyone else could quote And now I have cut it still further. Every druggist and doctor can afford to own a No. 5 Oliver now. Mail the coupon and let me prove it.

My Price Will Amaze You. Terms Just Like Rent.

Don't wait another minute, don't spend a cent for a typewriter, until you hear from me. My price is so low that I can't print it. But I will tell you all about my offer in a confidential letter. Mail the coupon and get the facts. Every machine fresh from the factory and guaranteed for a lifetime I can refer you to more than 18,000 satisfied customers. See this grand machine. Try it 5 days free. Then send it back or pay for it just like rent—a few cents per day payable monthly. Could you make use of a typewriter? Then here's the best chance you ever had to get a standard $100 machine at a bed-rock price. Mail The Coupon To-day.

Mail this for All the Facts

Typewriters Distributing Syndicate, 166-26C N Michigan Blvd., Chicago.

Please send me without obligation on my part, complete information on your famous Free Trial Offer of the No. 5 Oliver Typewriter.

Name _____

Address _____

(264)

SKIPPER OF TRAMP (having lost his bearings on a dark, stormy night, and trying to get his position on an old chart): "If that's Cardiff, Bill, we're orl right; but if it's a fly-spot, 'eaven 'elp us!"—*London Opinion.*

"NINETY-NINE PER CENT of all advertising of temperature-retaining vessels is Thermos advertising. Naturally ninety-nine per cent of the demand is for Thermos products." This is the statement of the American Thermos Bottle Company, of Norwich, Conn., and the idea set forth is one of the reasons why you should carry an adequate stock of Thermos products.

Thermos bottles, carafes, jugs, food jars and lunch kits, because of their many practical applications, appeal to every member of the family and cause the product to be in daily use in thousands of homes.

Liberal price discounts to dealers show a margin of profit that makes the handling of Thermos products an extremely attractive proposition. Purchased in any quantity, either direct or through jobbers, the dealer is entitled to discounts of 25 and 10 per cent.

In addition to getting benefit from the national advertising campaign carried on by the company, the druggist is supplied with printed matter, cards for window display, attractive cut-outs and other advertising helps to enable him to place Thermos vessels with the actual users.

If you are not already handling Thermos products and getting the benefit of Thermos publicity write to the company for information. Find out about the dealers' advertising service that brings customers to your store

---

"THERE's a perfect match."

"So?"

"Yes. She's a spitfire, and he's a stick."—*Detroit Free Press*

UPON mention of the BULLETIN OF PHARMACY to the Granules Manufacturing Co., 402 West 31st Street, New York City, you can obtain a free sample of Granules, which the company claims is the best and easiest working filler for ice cream, sherbet or whipped cream on the market.

Granules requires no soaking or heating; it is made ready for use by simply mixing it with sugar. It is superior to gelatin because it cannot be attacked by mold or bacteria, and is of decided food value. It is guaranteed under the pure food laws.

Send to-day for prices and further particulars

THE WAIST PLACES

Mary had a little waist,
'Twas puzzling to her beau,
For everywhere the fashion went,
Her waist was sure to go.

Sometimes it was beneath her arms,
Sometimes below her knee,
Sometimes she had no waist at all
So far as he could see.

—*Burt's Box Bulletin.*

WHAT WOULD YOU RECOMMEND?—The following letter was sent us by Lawton Miller, a Parke-Davis man in India. It was marked "true copy" and is quite capable of speaking for itself:

SIR: Since two years I walk staggeringly and cannot take quick motion in walking or in running fast or in jumping; though I can walk about six miles I can run and jump very little. Yet it is all staggeringly and wavingly. In short I can, with some troubles, ascend a mountain but, sir, cannot descend down a very small hill too.

So, I took some country medicines, and some English too. English well learned M. A. doctors said that it was a spinal decease. But at last an American kind doctor of Miraj advised me to take a medicine manufactured by Parke, Davis & Co. And its name was Phosphophora by P. D. & Co. I brought two bottles of it and began to take it; but as it consists strongest and hottest medicines such as, perhaps, brandy and wine and some, or better say many, such other hot liquors such as a blazing fire, it become of very little use to me; and so, it only six or seven days, I was obliged to give it up, although I was taking it according to the physician's advice, which was a teaspoonful three times a day after meal.

Your medicine "Phosphophora" would have cured me, were there not so much altogether blazing hot and so strong medicines in it.

Therefore, will you kindly advise me now, any other such medicine which is quite apart from such strong and hot liquors as are in Phosphophora by P. D. & Co., but at the same time which will give me the other merits of Phosphophora; that is to make active and nimble from laziness, idleness and from dullness, and to enable me to walk quick and to run fast as I even to jump eagerly. May it then be manufactured by your company or it may belong to any other company.

If you will kindly give me your advise and write me any such medicine, you will lay me under great obligations.

I remain, Sir,
Your most. obd. svt.
(sd) Thaskar D. K
P. O. Kharepatan
Dt. Ratnagiri

Please, sir, I have no any, any other sort of diseases, and there is no aching in me; and never was I attached with even a single bad habit. But I think it must be from excess of nervous waste and from the excess of muscular debility.

Your most obed. svt.
The same one

WHEN you reach for a label is it always there? Is it always the right one? Is it always a clean one?

If you use a McCourt Label Cabinet you can always answer these questions in the affirmative. With it you get instantly the particular label you want and it is always clean, fresh, attractive, and ready to use. The labels are never stuck together or mixed up in a helter-skelter fashion.

A booklet distributed by the company explains in detail the advantages and economies of the McCourt system. To get your copy write the McCourt Label Cabinet Company, 47 Bennett Street, Bradford, Pa., mentioning the BULLETIN OF PHARMACY.

A special introductory for the benefit of druggists who are using flat or ungummed labels is made by the McCourt Company in its advertisement on another page of this issue. It will pay you to look it up.

THE MAN: "Of course, you understand, dear, that our engagement must be kept secret?"

The Woman: "Oh, yes, dear! I tell everybody that."—*New York American*

MILLIONAIRE: "A fit husband for my daughter? Why, in the first place, she is half a head taller than you."

Suitor: "Well, sir; I don't expect to be so short after I am married."—*Sydney Bulletin*

Why Not *This* Season?

IF display-top soda tables are a good thing for you, and you intend to have them some time, why not have them *this* year? And you need to act promptly to have them in service when they are worth most to you. To help you decide this matter we have published a booklet, a copy of which we want you to have, called: "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." Ask for a copy.

YESBERA
TOLEDO

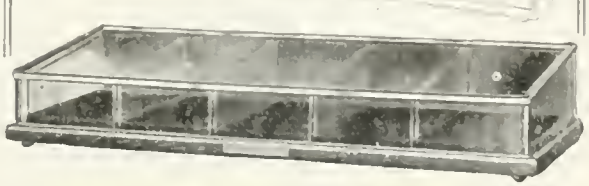
Above Suspicion.

YOUR customers are just as particular about the way their tooth brushes are handled as they are about the way their food is handled. You simply *must* handle tooth brushes in a sanitary manner if you want the best trade. In fact they must be handled in a way that is "above suspicion;" which they will be if you use one of our new five compartment glass cases. This is a beautiful case, and sells at a low price. The illustrations will give you some idea of this case but we will send you full information on request. If interested write now.

THE YESBERA MFG. CO.

Office 2288 Albion St., - TOLEDO, OHIO.

Front and back views of new Yesbera tooth brush cases



Join 4000 Druggists in cigar manufacturing and get cigars at 10% off.

Your greatest profits come from prescriptions and sundry articles which you compound. You get the maker's profit *added to* the seller's.

Here's a like way to make more cigar profits and sales. You can't be a cigar manufacturer individually but you can become a partner in the Tampa-Cuba Cigar Company, owned and operated by 4000 druggists. These stockholders in every part of the country have joined together for their mutual benefit to reduce the cost of cigars and make more cigar profits. Only druggists are asked to come in.

The large volume of buying power represented by Tampa-Cuba shareholders cuts cost to the bone. The saving is a substantial discount. The Tampa-Cuba line covers good cigars of all grades and prices. Write for information.

TAMPA-CUBA CIGAR COMPANY,

Box 938 Tampa, Florida

DIRECTED BY THESE WELL KNOWN DRUGGISTS:

H. B. GUILFORD, Prest., Rochester, N. Y.
E. BERGER, Secretary-Gen. Mgr., Tampa, Fla.
J. T. TREASURE, V. P., Salt Lake City, Utah.
W. BODEMANN, V. P., Chicago, Ill.
CHAS. H. HUHN, Chairman Executive Committee.

JOSEPHINE: "I believe John is provoked at my extravagance. He didn't even smile when he saw my dress!"

Hortense: "Some men, my dear, have no sense of humor."—*Judge.*

PRICES on combinations in soft gelatin capsules below those usually charged for products of equal merit, are offered in the advertisement of the Grape Capsule Company appearing on another page of this issue. The company says that it can make these attractive prices because it distils most of the oils used and because the capsules are sold for cash only.

If you want a complete price list or quotations on any special formula work in the line of soft capsules, suppositories, bougies or gelatin tubes, address the company at Allentown, Pa., or at 108 Fulton Street, New York.

"DID you strike this man in an excess of irascibility?"

"No, sah; I done hit him in the stummick."—*Baltimore American.*

BIX: "By the way, who is, or rather was, the god of war?"

DIX: "I've forgotten the duffer's name, but I think it was Ananias."—*Indianapolis Journal.*

IF you want to pass any State Pharmacy Examination, get a copy "How to Pass State Boards." Price Three Dollars, post-paid. Robert L. Wright, 521 Bainbridge Street, Richmond, Va.—*Adv.*

"HE's suing the company that constructed his artificial limbs."

"On what grounds?"

"Non-support."—*Buffalo Express.*

ISN'T there an opportunity for a skilled optometrist in your town?

You can learn the new and promising profession of optics or optometry and add appreciably to your present income by taking either the attendance or correspondence courses offered by the Northern Illinois College of Ophthalmology.

Find out what a training in optometry can do for you by addressing G. W. McFatrich, M.D., president, Masonic Temple, Chicago.

"WHAT is your name?" asked the new teacher of the first boy in line.

"Tom," said the boy.

"No, it isn't Tom, it's Thomas."

"And your name?" she inquired of the next boy

"Jackass," said the boy.—*Waterbury Chamber of Commerce.*

HE. "When I proposed to Flossie she asked me for a little time to make up her mind."

She (the hated rival): "Oh! So she makes that up too, does she?"—*London Opinion*

WHEN a dealer has to make 20 sales in order to take in $1.00, he must have a liberal profit on such sales. One druggist who has carefully figured this out writes us that he cannot afford to display 5-cent goods on his counter unless he doubles his money on each sale.

In this connection, the Helmet Company, of Cincinnati, Ohio, is making a special bid for druggists' trade on chewing gum. Druggists are offered the choice of four or five kinds of high quality gum in boxes of 20 packages each at the low price of 44 cents a box, including the cost of the war stamp tax. The gum is put up attractively and each package is wrapped in tin foil. The company also puts out a cheaper line of gum designed to sell at 2 packages for 5 cents. This line costs the druggists 60 cents for a box of 40 packages. Express charges are prepaid by the Helmet Company on all orders for ten or more boxes.

Write for samples and additional information.

BUY IT NOW.

Buy a bale o' cotton, Bill
Buy a heavy ham
Buy a barl o' apple sass
Buy a jar o' jam.
Buy a box of oranges
Buy a car of oats
Buy yourself a suit of clothes
Buy some overcoats.
Buy yourself a ton of hay
Buy a load of bricks.
Buy a pair of rubber boots
Buy a flock of chicks
Buy yourself some chewing gum
Buy it by the box
Buy yourself an auto
Buy a dozen socks.
Buy a year's subscription
Pay it in advance
Then your friend, ye editor,
Can buy a pair o' pants.

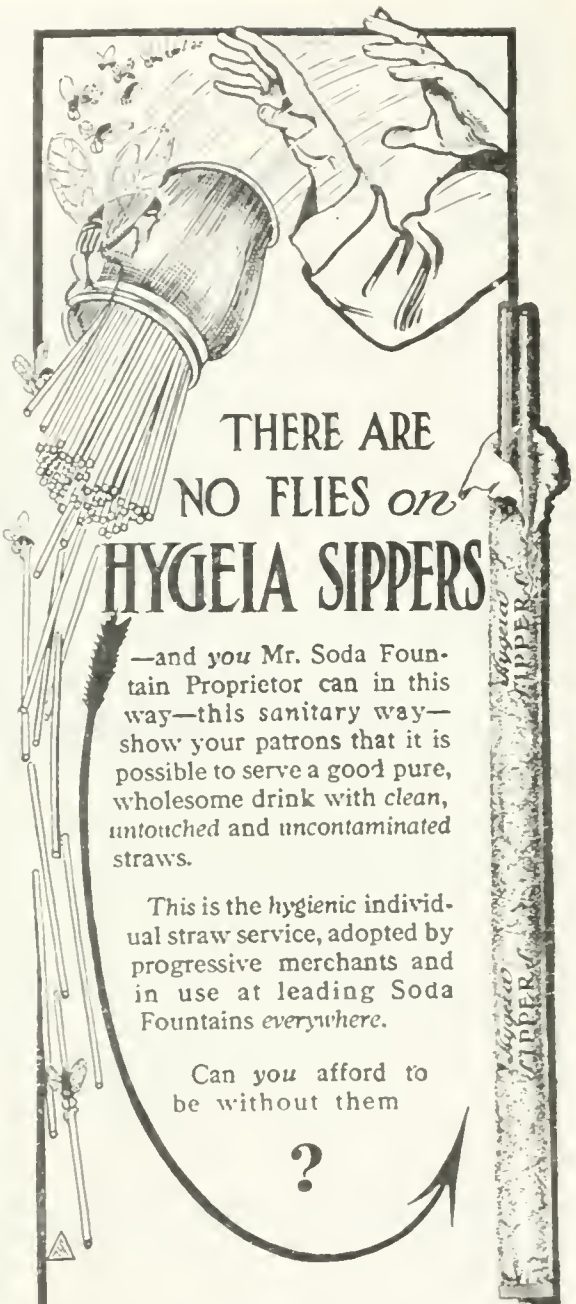
—E. F. McIsaac

OPPORTUNITIES for laboratory positions in pharmaceutical chemistry have materially increased during the last few years, but to qualify for them requires a special training in pharmacy and allied subjects.

Such a training is given by the Northwestern University School of Pharmacy, Chicago, Ill. The courses of instruction given lead to the degrees of Graduate of Pharmacy (Ph. G.) and Pharmaceutical Chemist (Ph. C.). A feature of the school is the systematic laboratory course in prescription filling. Ample laboratory facilities and a complete equipment are likewise important factors.

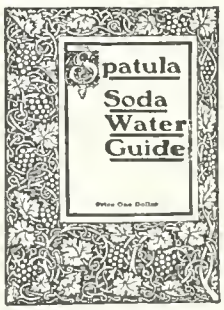
The next session opens September 28, 1915, but right now is the time to ask C. W. Patterson, secretary, 2431 South Dearborn Street, Chicago, for the explanatory pamphlet, "Typical Illustrations in Pharmacy."

"SPEAKING of electrifying modern dances, have you seen the Induction Coil?"—*Cornell Widow*.


THERE ARE
NO FLIES on
HYGEIA SIPPERS
—and you Mr. Soda Fountain Proprietor can in this way—this sanitary way—show your patrons that it is possible to serve a good pure, wholesome drink with clean, untouched and uncontaminated straws.
This is the hygienic individual straw service, adopted by progressive merchants and in use at leading Soda Fountains everywhere.
Can you afford to be without them
?
NATURAL or ARTIFICIAL STRAWS
two in a sealed paper tube
YOUR NAME ON THE CONTAINERS A SPECIAL FEATURE
At your Jobber or write direct to
THE HYGEIA ANTISEPTIC TOOTHPICK CO.
53 Seventh Ave., New York

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.



THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10¼x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L. Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞*Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.

TWO FARMERS, attired in corduroys and gaiters, were strolling through a picture-gallery, where they looked, and apparently felt, decidedly out of place. But at last they brought up before a picture which really seemed to please them—a portrait of a lovely girl with a particularly ugly bulldog.

"This is something nice, Dick," said one.

"What is it called?"

Dick referred to the catalog.

"'Beauty and the Beast,'" he said.

The other man looked closer at the bulldog.

"Ah!" he sighed, appreciatively, "he is a beauty, too!"—*Tit-Bits*

MANUFACTURING CHEMISTS, drug and pharmaceutical houses, proprietary medicine makers, all use Mead drug mills because they are simple in construction, and require less power to operate than other mills of similar capacities.

Mead & Co., 20th St. and M. C. R. R., Detroit, Mich., will send an illustrated catalogue to any interested firm

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"FARM products cost more than they used to."

"Yes," replied the farmer. "When a farmer is supposed to know the botanical name of what he's raisin' an' the entomological name of the insect that eats it, an' the pharmaceutical name of the chemical that will kill it, somebody's got to pay."—*Anderson (N. C.) Intelligencer*

YOUNG LADY (reading report of urinary examination): "Doctor, what are urates?"

Doctor: "Five dollars per visit." *Practical Druggist*

A DIAGRAM of your store if sent to the Kinnear & Gager Manufacturing Company, Columbus, Ohio, will bring an estimate of the cost of installing a Kinnear Quad-Lock ceiling that will give your place of business an up-to-the-minute appearance.

Kinnear metal ceilings are attractive, sanitary, and dust-proof. They can be placed directly over wood or plaster. Send for particulars to-day

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TWO correspondents wrote to a country editor to know, respectively, "The best way of assisting twins through the teething period," and "How to rid an orchard of grasshoppers."

The editor answered both questions faithfully, but unfortunately got the names mixed, so that the fond father was thunderstruck by the following advice:

"If you are unfortunate enough to be plagued by these little pests the quickest means of settling them is to cover them with straw and set the straw on fire."

The man bothered with grasshoppers was equally amazed to read:

"The best method of treatment is to give them each a warm bath twice a day and rub their gums with boneset."—*Practical Druggist.*

In the census office at Washington acts against the law are recorded under a few main heads, such as murder, burglary, etc. A lady who was working there recently ran across the crime, "Running a blind tiger." After a puzzled moment she placed it under the list, "Cruelty to Animals."—*Argonaut*

WHUEUE!

They had cut off a Chinaman's queue,
And were painting his head a bright blueue;
So the Chinaman said,
As they daubed at his head:
"When I sueue yueue, yueue'll rueue what yueue dueue."
—*Current Opinion.*

The early days of summer find men, after a long period of winter inactivity, indulging in various athletic sports. Muscles that have served very well for the ordinary routine of the colder months are found to be weak and almost useless when put to strenuous exertion on the tennis court and golf links or in the swimming pool.

Right here is the druggist's opportunity to boost the sale of elastic hosiery that will strengthen the weakened joints and muscles and allow them to take up their proper functions without strain or discomfort.

The Lee Tire and Rubber Co., of Conshohocken, Pa., puts out a line of elastic hosiery in which particular care has been devoted to insure quality, faultless construction and lasting ability. There are no rough, uncomfortable seams to cover sinews or tendons, thereby causing friction and discomfort. The stocking is constructed in three sections with a selvedge joined with elastic stitch so that when the foot or heel wears out a new one may be attached to the leg portion. By this plan one leg will last as long as two foot parts, thus saving the expense of buying unnecessary parts. Le Economy stockings are made of pure rubber and finest threads and may be cleaned without injury. They fit perfectly, exacting a uniform pressure that gives the wearer the maximum benefit.

Ask the company for details showing how Le Economy elastic hosiery can be made a highly profitable side-line.

Frost: "Davis has inherited millions lately."

"Snow: "Then he's no longer an end-seat hog."

Frost: "No, now he's the empty-back-seat kind."—*Life.*

Country-wide advertising sends customers to your store for Marvel Whirling Spray Syringes. Your profit is a liberal one, and you take no chance in selling them for the quality is guaranteed. Any Marvel found to be defective can be exchanged if reported promptly.

Jobbers everywhere sell Marvels.

Willie: "What kind of a book is 'Who's Who,' dad?"

Crabshaw: "It's a work, my boy, in which others see us as we see ourselves."—*Life.*

SOFT GELATIN CAPSULES

CAN BE BOUGHT CHEAPER FROM US THAN ANY OTHER FIRM

BECAUSE

We distill most of our oils.
We sell at Cash Prices.
No advance since the war started, although ingredients have advanced.

For Instance—	Express Prepaid.
1000 No. 1¼'s Apiol Comp.....	$ 6 75
1000 No. 1½'s Apiol and Ergotin...	8 25
1000 No. 36's Methylene Blue.....	6 00
1000 No. 42's Salol Compound.....	6 50
1000 No. 43's Salol and Santal.....	10 50
1000 No. 45's Santalwood E. I. 10 min.....	12 00
1 gross Ricinol-Grape (6 capsules to a box)..... (You make 100%)	7 20
1 dozen Olive Oil Grape (24 capsules to box)..... (These two Nationally advertised)	2 00
Ricinol-Grape, Tapeworm Remedy advertised in the twelve leading Medical Journals. Every druggist should order one box at least.	
Malefern, Kamala and Ricinol-Grape, 9 light and 9 dark—in all 18 capsules.....	60c net

Less 5% after you receive the products and are satisfied that they are as fine as we claim them to be.

Or 10% discount if check accompanies the order.

Write for full price-list. We will also cheerfully furnish "cash price" quotations on all special formula work in the line of Soft Capsules, Bougies, Suppositories, and Gelatin Tubes; the latter is made exclusively by us.

GRAPE CAPSULE COMPANY

108 FULTON STREET, NEW YORK.

For prompt service correspond direct with Laboratory at Allentown, Pa.

Soft Ice Cream is a Big Loss

When cream becomes soft it loses half its volume. You lose half your profit and much of your trade. That is why an inferior ice cream cabinet is a very expensive thing.

C. NELSON

PATENT

ICE CREAM CABINETS

not only keep cream uniformly hard but save 65 per cent in ice, salt and labor over any other cabinet made. They require packing with ice but once in twenty-four hours.

NELSON PATENT CABINETS are constructed entirely of wood, everlasting California Red Wood being used for the outer case and cedar for the circular independent compartments.

The compartments are separated from the outer walls and from each other by GRANULATED CORK (the best non-conductor of heat and cold known). Drain pipes are of heavy brass secured by brass locknuts.

A NELSON CABINET will outlast five steel cabinets, barring none. Ice cream men know what salt does to steel. NELSON CABINETS sold in the Spring of 1899 are yet in use.

IRON-CLAD GUARANTEE.

Any NELSON CABINET which does not prove to be all we claim for it, after using it for thirty days, return at our expense for freight both ways, and we will refund the purchase price in full.

SEND FOR CATALOGUE.

C. NELSON MFG. CO.,
2307 DIVISION STREET,
ST. LOUIS, MO.

CLERK: "You wish me to take out these stones and put in imitations?"

Customer: "Yes. It's a wedding present for a girl who threw me down, you know."—*Life.*

NATIONAL ADVERTISING in a number of leading publications, creating a steady demand, is making it easy for the druggist to sell National Bath Powder, made by the National Bath Powder Company, of Fort Smith, Ark.

The preparation is a fragrant, antiseptic powder that softens hard water and imparts to it a refreshing, delightful odor. It is a splendid money-maker and offers the druggist an opportunity to get business from the better class of people. National Bath Powder retails for 25 cents.

By writing to-day you can secure the agency for this money-maker

---

BRANDED!

When the donkey saw the zebra
He began to switch his tail;
"Well, I never," was his comment;
"There's a mule that's been in jail."

—*The Horse Lover.*

IF you are contemplating a trip to New York City write to the Vanderbilt Hotel, 34th Street, East, at Park Avenue, for rates.

Situated as it is, in the fashionable Murray Hill district, the Vanderbilt insures the quiet so much to be desired by visitors in New York. It is conveniently located near the uptown shopping districts and is easily reached from the prominent theaters and clubs.

"I UNDERSTAND that you favor local option."

"Yes," replied Colonel Stilwell.

"But you are not a total abstainer yourself?"

"No. But my doctor has limited me to a very small allowance, and I like to add as much as possible to the excitement of getting a drink."—*Washington Star.*

THE American Optical College, the oldest correspondence school of optics in the world, offers a course of home instruction in optics that enables you to become a practical optician and to add greatly to your income possibilities.

To learn of the opportunities that the study of optics as a profession holds out for you, address the college at 15 Wilton Ave., Toronto, Canada, and ask for a prospectus and particulars regarding the special reduced-price offer on the regular $25.00 course.

"WOULD George enlist?"

"No, I don't think he would."

"What's the reason? He comes of fighting stock."

"That's the reason. He's soured on fighting. His grandmother is a Colonial Dame, his aunt is a D. A. R., and his mother is a militant."—*Cleveland Plain Dealer*

GOVERNMENT INVESTIGATOR: "What made you burn your books?"

Railroad President: "The motto of our road is "Safety First."—*Life*

TEACHER: "Now, Willie, mention one of the customs at Christmas time."

Pupil: "Running in debt."—*Life*

THE simplicity and the practicality of the Penn dollar safety razor makes an instant hit with the self-shaver. The silver-plated, two-part holder, requiring only a half turn of the handle to insert or remove a blade shows its value at first glance and makes easy sales.

But it is the superiority of Penn Sheffield blades that makes the strongest appeal. They are made by automatic process insuring absolute uniformity of temper. Finished by hand, they cut smoothly and hold their edge for a long time. They sell at a popular price—five blades for 25 cents

Judicious advertising and intelligent cooperation on the part of the manufacturer help to make the selling of Penn razors and blades a still easier proposition, and the liberal profits derived from the sales make them a mighty desirable line to push. A postal card addressed to A. C. Penn, Inc., 100 Lafayette Street, New York City, mentioning the BULLETIN OF PHARMACY, will bring full details to you.

It will pay you to investigate now

PRETTY CASHIER: "You might give me a holiday to recruit my health. My beauty is beginning to fade."

Manager: "What makes you think so?"

Pretty Cashier: "The men are beginning to count their change."—*Stray Stories*

STICKY fly-paper can be hung at any angle, or placed in a draft without danger of blowing from its place if Buckley's Fly Paper Guard and Sanitary Holder is used. This new device makes the use of all sticky fly papers convenient and sanitary.

Homes, hotels, bars, restaurants, markets, soda fountains, bakeries, and ice cream parlors are all possible users of it. It retails for ten cents and pays a liberal profit.

It is illustrated in the ad of the Turner-Buckley Manufacturing Co., 334 Old South Bldg., Boston, Mass. Turn to the ad now and see the possibilities it holds out for you.

WILLIS. "Eternity has neither beginning nor end, neither form nor shape, is so vast and complex that we can't understand, and yet at the same time is a void. There's nothing like it, is there?"

Gillis: "The only other thing I know of that answers the description is a moving-picture serial in a newspaper."—*Puck*

Write Your Jobber TO-DAY!

Ask him to give you details about our two attractive dispensers to grace your counter and attract more trade.

Fountain Dispenser (shown here at the bottom) is included in Special Offer No. 3; Syrup Dispenser (at top) in Special Offer No. 2. Details of these offers are in our new circulars, and appear frequently in our advertising. Get in touch with your jobber or us. It means more money for you.

Measuring faucet *assures* you 256 glasses out of *every gallon* of Cherryallen. This extra profit quickly pays for the Dispenser. Also cuts serving time in half.

We stand a substantial loss on every one of these Dispensers, because we know they will sell more Cherryallen for you. We guarantee them—will keep in perfect repair, any screws or washers needed gladly furnished.

Cherryallen is pure, free from any bitter taste. It's smooth, tasty, "different." No cherry like it. A quality syrup.

NETS YOU 4c PROFIT PER GLASS.

Listen to this: "Indeed we serve Cherryallen. Our trade demands it. Our head dispenser uses it in fancy drinks; says it beats any cherry on the market. Thanks for window and display matter

"PERKINS PHARMACY, PORTLAND, OREGON."

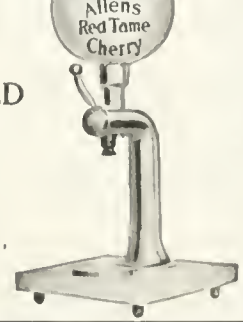
Some Punch!

Have you made some of the new Cherryallen Fruit Punch? It has the "taste like more," good looks, good profits. Here's the simple receipt: one gallon Cherryallen syrup, one gallon simple syrup, juice of six oranges and a dozen lemons (or more according to taste), and eight gallons water. Then ice.

You know Cherryallen is *good*—get a dispenser and *make the most of a good thing.*

If you're one of the few not using it, try it—*just try it*—we'll leave the rest to CHERRYALLEN. Let's pull together for a bigger fountain year.

Yours for bigger biz—



THE ALLEN RED TAME CHERRY COMPANY,

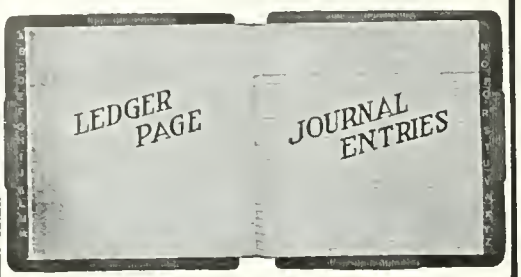
105 Second National Bank Bldg.,

TOLEDO, OHIO.

Combined Ledger-

DUPLICATING

Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

"Ah, my poor man," said the benevolent old lady, "I suppose you are often pinched by want and hunger, are you not?"

"Yessum, and cops."—*Cincinnati Commercial Tribune.*

Here are some of the points of superiority claimed for the electrically-driven drink-mixer—the sanitary "Dumore."

It advertises the store and attracts customers.

It has no springs to rust or weaken.

It is started or stopped at any point, and the mixing rod and agitators can be detached instantly.

It has few parts and they will not get out of order. Every part is thoroughly insulated so there is no possibility of shock.

It has an illuminated base.

It is fully guaranteed.

The Dumore is sold by the Wisconsin Electric Co., Racine, Wisconsin. A postal card inquiry will secure prices and further details.

Customer: "Waiter, this is the first tender steak I've ever had in your shop."

Waiter: "My goodness! You must have got the guv'nor's."—*Tit-Bits.*

Private Smith (getting anxious over the non-arrival of a German attack which his company had been told to expect): "Hope nothing's happened to the blighters!"—*London Opinion.*

An even half-dozen books, each one of them of practical interest to druggists, are described in the ad of the Spatula Publishing Co., 2 Sudbury Bldg., Boston, Mass., on another page of the Bulletin.

Turn to the advertisement now, and see if one of the books doesn't contain an answer to the problem that has been bothering you.

There was an old druggist
Who lived in our town:
His trade got so rotten
He'd almost shut down,
So he purchased an iceless—
A Beauty, they say—
Now every day it's "Sundae"
Up that fellow's way.

—I. Griffith.

"The spot was a lonely one, and the young man began to talk of love. He drew nearer and nearer to the young lady. Finally he reached out his arm to encircle her waist.

"But she drew back sharply, and at the same time she took a pair of large white cotton gloves from her handbag.

"'If you're going to be friendly, George,' she said, 'just slip on these. My steady's a detective, and if he found your finger prints on this here white belt of mine——.'"—*Washington Star.*

POKE EAZLEY had a good offer on his squirrel-rifle the other day, but decided to wait and see what the United States is going to do.—*Hogwallow Kentuckian.*

HIS WIFE: "Dearie, do you think hoop-skirts will ever come in again?"

Her Husband: "Not in this apartment, love."—*Judge.*

THE Enterprise Manufacturing Co., of Akron, Ohio, has recently inaugurated an extensive advertising campaign for bringing the "Pflueger-Bull Dog" brand of fishing tackle to the attention of approximately eight million readers.

Thirty-four years' experience in the manufacture of high grade fishing tackle is back of the Enterprise Co., so that the druggist who avails himself of the opportunity to handle the Pflueger-Bull Dog brand is assured that he is getting an advertised line of fishing tackle that has an established reputation for reliability.

"Tips on Tackle" is the title of a pamphlet that the company furnishes, free of cost, to dealers for distribution among local fishermen. It helps to make sales.

Do you want to know the possibilities that a reliable line of fishing tackle holds out for you? Then send for the company's 200-page catalogue and for terms, discounts, and samples of advertising matter.

SAPLEE: "What is this Blue Bird we hear so much about?"

Snapleigh: "The Dove of Peace."—*Judge.*

YOUNG DOCTOR'S WIFE: "Mary, go and tell the doctor there's a patient waiting to see him."

Maid: "I wish you'd go, ma'am. He maybe wouldn't believe me."—*Life.*

BISMUTH SUBNITRATE—white, bulky, tasteless—that satisfies the most exacting physician, is a specialty of the Powers-Weightman-Rosengarten Co., Philadelphia. To get it from your jobber, specify "P-W-R" bismuth subnitrate in original packages.

A complete list of "P-W-R" chemicals will be sent to any interested druggist upon request. Ask the Philadelphia, New York, or St. Louis office.

SHIP'S OFFICER: "Oh, there goes eight bells; excuse me, it's my watch below."

Old Lady: "Gracious! Fancy your watch striking as loud as that!"—*Sailor's Magazine.*

WILLIE: "Do you know everything, pa?"

Pa: "Yes, my son."

Willie: "What is the difference between a son of a gun and a pop of a pistol?"—*Williams Purple Cow.*

DRUG STORE ADVERTISING SERVICES

That increase business are the only kind that will pay you to use.

These three Retail Drug Store Advertising Services are now increasing business for Retail Drug Stores all over the United States and will increase your business just as soon as you enlist their help.

Let us prove what they can do for your business.

SEAGERS SILENT SALESMEN SHOW CARD SERVICE.

The real solution of the often-asked question—How can I sell more goods to my customers? These silent salesmen cards sell goods every hour of the day that people can get into your store and are the strongest business building help you can get. This service consists of a beautiful set of five Solid Brass (or nickel if you prefer) Show Card Fixtures and forty Show Cards every month. It completely covers every selling need in every drug store. Costs you less than 10c per day.

SEAGERS ADVERTISING SCHEDULE.

A Personal Advertising Helper. Helps you plan and build in every way. Reaches everywhere for new business. Gets business you never thought of before. Keeps your store a leader in your locality, as it puts you in touch with the latest and best in schemes, plans and ideas for advertising; for buying; for selling; for store and window trims; and furnishes all the ideas and copy for Newspaper Space, Cards, Circulars, Letters, Signs, and all the extra special help you can want at any time to meet any emergency. Sold to one druggist only in any locality. Costs you only $2.00 monthly.

SEAGERS ILLUSTRATING SERVICE.

For Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell. Different from anything ever offered before. Makes your advertisements stand right out because it shows your goods as they really are in your store. Only one druggist in a locality gets it. Costs you only $2.00 a month.

Seagers Advertising Company,

DRUG ADVERTISING SERVICES

Business Building Plans
Advertising Novelties

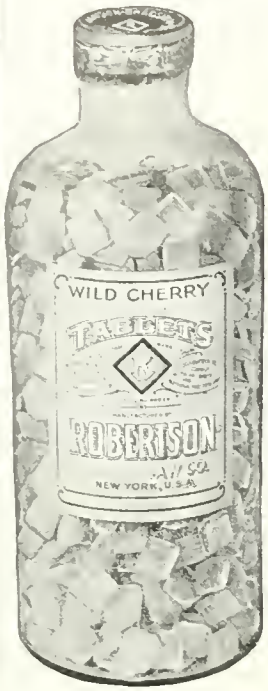
1367 Broadway
NEW YORK, N. Y.

B. P.
May '15

We are interested in the following Services for exclusive use in our locality:

Advertising Schedule.....
Illustrating Service.....
Silent Salesmen Show Card Service.....
Name.....
Town.....State.....

ROBERTSON'S FRUIT TABLETS



5 pounds

Made in 25 different flavors. There's a lot more to the cost of genuine fruit tablets than the mere price per pound. If not at your jobbers write us direct.

ROBERTSON-BRADSHAW CO.

New York City

FITTING GLASSES RIGHT

Is easy, clean and profitable work. As a Profession it is known as

OPTOMETRY

We teach Optometry in all its branches.

WAKE UP and learn to FIT GLASSES better than the other fellow. Business today demands Trained Men.

Write for Catalogue.

Correspondence and Attendance Courses.

Northern Illinois College of Ophthalmology.

G. W. McFatrich, M.D., President. Masonic Temple, Chicago.

Member of the American Federation of Optical Colleges.

THE city youth secured a job with Farmer Jones The morning after his arrival, promptly at 4 o'clock, the farmer rapped on his door and told him to get up The youth protested.

"What for?" he asked, rubbing his eyes.

"Why, we're going to cut oats," replied the farmer

"Are they wild oats," queried the youth, "that you've got to sneak up on 'em in the dark?"—*Circle and Success*

"I UNDERSTAND that you have a new motor-car"

"Yes."

"Do you drive it yourself?"

"Nobody drives it. We coax it."—*Washington Star*

PHARMACY STUDENTS before taking a State board examination are oftentimes at a loss to know the type of questions likely to be asked.

"Board Questions Answered" is the title of a book that contains the complete examinations of ten different boards of pharmacy. The questions are given in full and answered with great care.

A copy of "Board Questions Answered" will be sent, prepaid, upon receipt of $1.50 by E. G. Swift, P O Box 484, Detroit, Mich.

"WHAT is a man-of-war?" said a teacher to his class.

"A cruiser," was the prompt reply

"What makes it go?"

"It's screw, sir."

"Who goes with it?"

"It's crew, sir."—*Sailor's Magazine.*

"AUNTIE, did you ever get a proposal?"

"Once, dear. A gentleman asked me to marry him over the telephone, but he had the wrong number"—*Louisville Courier-Journal.*

WHEN a "Peerless" brand cork goes into a bottle it comes out whole. It doesn't break off or crumble That's one reason why particular pharmacists specify "Peerless" corks.

They are made by the J. H. Paddock Co., Bush Terminal, Brooklyn, N. Y.

A GALLANT Tommy, having received from England an anonymous gift of socks, entered them at once, for he was about to undertake a heavy march. He was soon prey to the most excruciating agony, and when, a mere cripple, he drew off his foot-gear at the end of a terrible day, he discovered inside the toe of the sock what had once been a piece of stiff writing-paper, now reduced to pulp, and on it appeared in bold, feminine hand the almost illegible benediction: "God bless the wearer of this pair of socks!"—*Punch*

"Mrs. Clinnick thinks a great deal of her husband."

"You've got the wrong preposition. Make it 'for' instead of 'of'."—*Browning's Magazine*

Dock Hocks, our enterprising blacksmith, who cuts hair on Saturdays, is preparing to open his spring and summer barber business, and will go to Tickville to buy the calico for the long apron that goes around the neck of the customer. He used a skirt to fit down over the patrons last season, but some of them objected to it, as they want to have their hands free for protection while the work is going on.—*Hogwallow Kentuckian.*

One of the chief sources of loss at the soda fountain is that occasioned by allowing ice cream to become soft. When this happens the cream loses half its volume and the store oftentimes loses customers and profits.

These losses can be prevented, however, by the use of C. Nelson patent ice cream cabinets. The cabinets keep the cream uniformly hard and do it at a decided saving in ice, salt and labor when compared with other cabinets. Nelson cabinets are constructed entirely of wood, California redwood being used for the outer case and cedar for the circular independent compartments. Granulated cork, a positive non-conductor of heat or cold, is used to separate the compartments from the outer walls and from each other. They are practically indestructible.

If you want to know how the Nelson cabinets can save money for you, write for a catalogue to the C. Nelson Manufacturing Co., 2307 Division Street, St. Louis, Mo.

"Are you going to the Exposition?"

"Nope; can't afford it."

"But your wife bought an entire new outfit to wear at the Exposition."

"That's why we can't afford it."—*Houston Post.*

Ever have the contents of a box of soda straws fall in a dozen different directions when the package was opened up?

Stone straws don't do that. They are packed in "spill-proof" boxes.

Just say "Stone straws in the round box" to your supply man.

Husband: "You charge me with reckless extravagance. When did I ever make a useless purchase?"

Wife: "Why, there's that fire-extinguisher you bought a year ago; we've never used it once."—*Boston Transcript*

"Well, we have exhausted reason, logic, common sense, and justice. What more can we do?"

"I guess we'll simply have to go to law."—*Life.*

Now is the Time to Sell Elastic Hosiery. Are You Prepared?

At this time each year, nearly everybody becomes interested in outdoor sports.

Of those who actually participate, there are thousands who find Elastic Hosiery a necessity.

You should be prepared to supply this trade!

Le Economy Elastic Hosiery

is well known in Athletic circles—in fact, it is endorsed by the medical profession in all cases where an evenly distributed pressure or support is necessary for the most efficient muscular action.

Made of fresh Para Rubber, with the finest silk and linen threads. Le Economy Elastic Hosiery is knitted to a form, doing away with all rough, uncomfortable seams, thus insuring complete satisfaction.

Now is the time to push the sale of Elastic Hosiery. Write and let us explain in detail.

LEE TIRE & RUBBER CO.

Factory

Conshohocken, Pa.

LE ECONOMY

GONOSAN

The recognized remedy for the treatment of *Gonorrhea.*

SALIPYRIN

"The foe of Colds"

and all other

"RIEDEL" Specialties

are supplied at normal prices. Have you stocked them?

RIEDEL & CO.

35 West 32nd Street,

NEW YORK.

ABBOTT'S SALINE LAXATIVE

WATCH THESE SIGNALS AND WATCH YOUR STOCK

ABBOTT'S SALITHIA

CALCIDIN

SODOXYLIN

H·M·C·

NUCLEIN

BOROTHYME

THALOCAL

EMETINE

BOREMETINE

INTESTINAL ANTISEPTIC

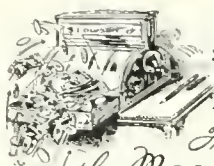
GALAC-TENZYME

Our policy of persistent advertising to the medical profession to create demand, the **very large profits** given the retail druggist for handling this demand, and the maintenance of a high standard of Accuracy and Purity, is winning out in a big way.

That you may get your share, **keep your stocks up. Order now if you are low, direct or through your jobber, as you prefer.**

Write for our special sales plan, generous discounts and Price List.

THE ABBOTT ALKALOIDAL COMPANY
[The Abbott Laboratories]
Seattle San Francisco CHICAGO Los Angeles Toronto New York Bombay



MAKE FOUNTAIN PEN PROFITS WITH the Pen with the Magic Button

Simple Satisfactory Material and Workmanship absolutely guaranteed.

THE A. A. FOUNTAIN PEN always ready for service.

DIP IN THE INK—TWIST THE BUTTON—IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower end joint, middle joint, and safety fountain pens.

Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
22 Thames Street, - New York City

Not Connected with The L. E. Waterman Company

JUST LAUNCHED
Three New Abbott Products

BOROTHYME A Non-Alcoholic, Non-Poisonous Antiseptic for maintaining Oral Hygiene. This is a winner! Try it yourself.
Per dozen bottles, $4.00; per bottle, 40c.

BOREMETINE A one-half per cent aromatic solution of Emetine Hydrochloride, with boric acid and zinc sulphocarbolate, for the local treatment of Pyorrhea. It's great!
Per dozen bottles, $6.00; per bottle, 60c.

Borothyme Tooth Paste "Fresh from the Mint." The best and pleasantest ever. Supplied in attractive counter-display packages, carrying one dozen.
Send for a full size **free** package to get acquainted.
Per dozen tubes, $2.00; per tube 20c.

Better Stock All Three Now! Extensive advertising and liberal discounts will make it profitable for you to do so. Sharp demand is sure to follow. Ask your jobber now, or come direct.

The Abbott Alkaloidal Company
[The Abbott Laboratories]
Seattle San Francisco CHICAGO Los Angeles Toronto New York Bombay

An American motoring through a small Scotch town was pulled up for excessive speed.

"Didn't you see that notice, 'Dead Slow?'" inquired the policeman.

"Course I did," replied the Yankee, "but I thought it referred to your durned little town!"—*Gargoyle.*

Let the A. H. Andrews Company, Chicago, Ill., send you catalogue No. 157. It tells about the Andrews wire chairs, tables and stools that are used in drug stores and at soda fountains in all parts of the country.

A postal card will start the catalogue on its way to you.

Girl (reading letter from brother at the front): "John says a bullet went right through his hat without touching him."

Old Lady: "What a blessing he had his hat on, dear."—*London Opinion.*

"These are of my son. This one is a remarkably good photo of him—it is very like him indeed. Has he paid you for it yet?"

"No, sir," said the photographer, "not yet."

"Ah!" said the elderly gentleman, "very like him indeed."—*Royal Magazine.*

LOLA: "Last night young Borem declared he would willingly go to the ends of the earth for me."

Grace: "And what did you say?"

Lola: "I finally got him to make a start for home, and let it go at that."—*Chicago Daily News.*

TWENTY-NINE practical ideas for use at the soda fountain are to be found in the book, "350 Dollar Ideas for Druggists."

Some of them, perhaps all of them, are just what you need to aid you in your work and to bring added business to your fountain this summer.

You can get them, in addition to 321 other equally valuable store helps, by sending $1.00 to E. G. Swift, P. O. Box 484, Detroit, Mich.

HELP! (Revealing the hideous mutilation of the "orficer" joke.)

"Orficer, I am looking for a small man with one eye."

"Sure now, if he's a very small man wouldn't it be better to use both of thim, ma'am?"

Or

"Constable, I am looking for a small man with a tin pail and a pick."

"Considerin' his size, mum, ye'd better to use a dust-pan and a broom."

Or

"Sweeney, I am lookin' fer a small man wid eye-glasses and a white poodle."

"There now, lady, if yez want him very bad I should advise ye to use a telescope and a bloodhound."

Or

"Detectuf, I am looking for a small man with another lady."

"Now, mum, ye'll find him a heap quicker if one of yez takes t'other side of the street."

Or

"Mister Policeman, I am looking for a small man with a basket of peaches."

"If he's a very small man, why not try a piece of cheese?"

(Readers who can think of any more of the same variety are tearfully requested to refrain from sending them to the editor.)—*University of Minnesota Minnehaha.*

RIEDEL & Co., 35 West 32d Street, New York, has not advanced the price on Gonosan, Salipyrin or on any of the other "Riedel" specialties because of the European situation. And difficulty experienced in purchasing these preparations at normal prices will be immediately straightened out if the company is notified.

"THEY say that human beings have many of the characteristics of the brute creation."

"That may be true. But I don't see why any man should wish to impersonate a crab."—*Louisville Courier-Journal.*

Public Opinion

to-day demands a strict observance of sanitary rules, and the

Medical Profession

recognizes the superiority of products hygienically prepared. In this respect

PLUTO WATER

meets the exact requirements of both classes. Hence the daily increasing substantial demand through our persistent, national campaign of education.

Link your store to this chain of publicity by the regular use of our startling, sales-compelling window displays.

Investigate our quantity lot discount and send for our full window display free on request.

FRENCH LICK SPRINGS HOTEL CO., French Lick, Indiana.

Safe and Convenient

STONE'S STRAWS

Are Packed in

"SPILL-PROOF" BOXES

Specify the Round Box

Obtained From All Supply Houses.

The Stone Straw Company

Washington, D. C.

FLASH
is used by
AUTOMOBILISTS
to instantly remove grease and grime from their hands. They carry it with them in order to have it handy after making repairs, etc . . . The automobile season is here.
STOCK FLASH NOW!
Write to us to-day for full particulars about FLASH, including trade prices and advertising matter.
FLASH CHEMICAL CO.
Kendall Square, Cambridge A
BOSTON, - MASS.

Whitney Glass Works
ESTABLISHED 1775.
Glass Bottle Manufacturers
FLINT AMBER GREEN
Also Manufacturers of
Machine Made Bottles
Narrow and Wide Mouth
by the
Celebrated "Owens" Process
which produces uniformity in
HEIGHT WEIGHT CAPACITY
Superior Bottles in Every Feature
OFFICES:
New York Philadelphia Chicago
FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

He: "I'd no idea you would accept me the first time I proposed."

She: "And did you think I would the second time?"

He: "Oh, there would have been no second time."—*Boston Transcript.*

The use of good containers has as much to do with the successful launching of a special preparation bearing your own label as does the quality of the article itself.

American Cans have proved themselves to be superior cans that add to the prestige of the goods marketed in them. They give satisfaction. Write the American Can Company at New York, Chicago or San Francisco, explaining your wants and asking for particulars as to the prompt service and the excellence of the goods offered by the company.

"Anyhow, there's one advantage in having a wooden leg," said the veteran.

"What's that?" asked his friend.

"You can hold your socks up with thumb-tacks"—*Columbia Jester.*

The new plan to stimulate the interest of retail clerks announced by the AutoStrop Safety Razor Company, 345 Fifth Ave., New York City, in its full-page advertisement is well worthy of special remark.

Manufacturers who advertise nationally are confronted with the problem of vast territory, and much missionary effort is wasted in attempts to reach all prospects. Under the plan which this company is organizing, a sufficient benefit is offered to induce the sanction of the dealer to a constructive idea, and as a result a record will be available whereby the AutoStrop Safety Razor Company will be able to concentrate activity and support toward dealers who are manifestly interested.

The plan involves the compilation of a reliable list of retail clerks, which will enable communication of selling ideas, the sending of display matter, and closer coöperation in every respect.

There is one valuable qualification to this whole plan which will further recommend it to the retail trade, and that is the maintenance of price. To participate in the benefits, sales must be reported as made at full resale price.

The AutoStrop Safety Razor Company has maintained its considerate policy in the declaration that the new plan is not operative without the written consent of the dealer. A postal card inquiry to the company will bring full information.

"What are they moving the church for?"

"Well, stranger, I'm the mayor of these diggin's, an' I'm fer law enforcement. We've got an ordinance what says no saloon shall be nearer than 300 feet from a church. I give 'em three days to move the church."—*Successful Farming.*

A YOUNG MAN had been out sailing with his sister and a friend of hers. He did not know particularly well the fine points of the art, and on trying to make the landing against a head wind, he exclaimed, after several vain attempts:

"Well, it is better to have luffed and lost than never to have luffed at all."—*Youth's Companion*

DO YOU want to present your physicians with something that will bring your name before them many times daily?

A pocket prescription case, made from genuine seal grain leather and bearing your card in gold, will do it.

Geo. Seelman & Sons Co., Milwaukee, Wis., sells them for $1.00 each, less 40 per cent discount to druggists. Your card in gold costs 25 cents additional and the doctor's name 10 cents additional.

A cut of the case appears in the advertising columns of this issue. Look it up.

"WE'VE formed a 'Faust' club," gushed friend wife.

"Why?" asked enemy husband, who was eminently practical.

"So we can learn how to pronounce Goethe."—*Philadelphia Public Ledger.*

SHE: "No. I won't have the fish. I don't like the look of it."

Hawker: "No, and yer wouldn't like the look of yerself, missus, if you'd been chivvied abaht by submarines ever since the war started."—*London Punch.*

THERE'S a typewriter made especially for you. It writes on labels and it prints the various symbols used in prescription work. With it you can do everything that you now use a pen for.

The name of this machine is the No. 5 Oliver.

To find out the extremely low prices at which this $100 typewriter is being sold clip the coupon attached to the ad of the Typewriters Distributing Syndicate, 166-26 C N. Michigan Blvd., Chicago.

The coupon brings you the rock bottom price and full particulars of the generous five-day free trial order.

"EVERY time I see grandfather's sword and medals," said Bill, "I long to take part in a universal war."

Then, as an afterthought, Bill said: "But every time I look at grandfather's wooden leg I long for the advent of universal peace."—*Tit-Bits*

RANKIN: "The editor of a Western paper says he is going to adopt the policy of running the society page without adjectives."

Phyle: "Impossible! He might as well try to eliminate the capital I's from the political speeches."—*Youngstown Telegram.*

Have A Look at Your Soda Fountain.

Size it up from the aisle side of the counter, and consider whether a few sets of Quincy tables and chairs would not go far to stimulate summer trade.

Quincy "fountain" furniture is light, strong, compact, sanitary and immaculate in appearance. Sold either in Oak or Birch Mahogany finish.

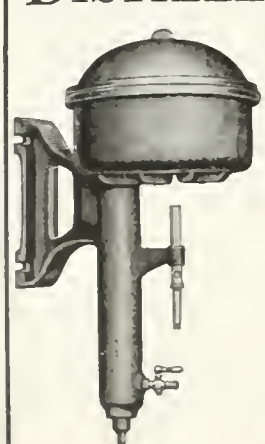
We would like to send you a copy of our complete catalogue.

QUINCY SHOW CASE WORKS

QUINCY, ILLINOIS

PITTSBURGH, PA.: 949 Penn Ave
JACKSONVILLE, FLA.: 116-118 E. Forsyth St.
WICHITA, KANS.: 301 Beacon Building.
OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

Do This

Drop us a card and we will give you full and complete information about **Brenard's New Trade Extension Campaign**—a campaign

—that will get you a lot of new customers who will stay with you.

—that will hold your old customers.

—that will get business from people who are in the habit of patronizing your competitors.

—that will get business from people who are in the habit of patronizing catalogue houses.

—that will get business from people who are in the habit of patronizing soap clubs.

—that will get business from people who are in the habit of patronizing department stores in nearby cities.

—that will get full price for your odds and ends and slow sellers.

—that will sell everything for cash.

—that will collect your old outstanding accounts and retain the customers' good-will.

—that will get you a lot of ready cash and do it quick.

—that will get people to deposit hundreds of dollars with you to be traded out at some future time.

—that will make dull Wednesday a bigger day than busy Saturday.

If you desire to use this NEW Trade Extension Campaign to greatly increase your business and sell everything for cash, write us right away, as we will close a deal with the first merchant who wants it in your town.

When you arrange to use our plan we will agree not to sell it to any of your competitors in your town so long as you remain our customer.

Write To-day to

Brenard Mfg. Company,

Iowa City, Iowa.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

A CLERGYMAN, having performed the marriage ceremony for a couple, undertook to write out the usual certificate, but, being in doubt as to the day of the month, he asked:

"This is the ninth, is it not?"

"Why, parson," said the blushing bride, "you do all my marrying, and you ought to remember that this is only the third."—*Music Trades.*

IF you are going to attend any of the drug-trade conventions on the Pacific Coast this year or if you visit the California expositions, call at the San Francisco display rooms of A. C. McClurg & Company at 718 Mission Street. The firm issues a hearty invitation to all BULLETIN readers to make the San Francisco branch their headquarters, where the manager will gladly be of assistance in supplying information about the fair and the city. This is a service which will be appreciated by druggists unacquainted in the far West.

BRIDE: "That flour you sold me was tough."

GROCER: "Tough, ma'am?"

BRIDE: "Yes, tough. I made a pie with it, and my husband could hardly cut it."—*Northwestern Druggist.*

FIRST BOY: "My father's been everywhere."

Second Boy: "Has he been to heaven?"

First Boy: "Well, no. But he's been to every place of more than five thousand population."—*Life.*

A PLAN which will enable you to get new customers and hold old ones, which will bring you full prices for odds and ends and slow-sellers, collect outstanding accounts and retain the customer's friendship, and that will enable you to sell everything for cash, is one certainly worth while considering.

Brenard's New Trade Extension Campaign which is sold to only one merchant in each town is just such a business-boosting plan. A postal card addressed to the Brenard Manufacturing Co., Iowa City, Iowa, will bring you full particulars by return mail.

ETHEL used to play a good deal in Sunday-school, but one day she had been so good that the teacher said in praise:

"Ethel, my dear, you have been a very good girl today."

"Yeth'm," responded Ethel. "I couldn't help it. I dot a stiff neck."—*Pittsburgh Chronicle.*

"DOCTOR SHARP is quite wealthy, isn't he? Did he make all his money from his practice?"

"Not all of it. He's the principal owner of a very large oil well up the State, and——"

"And he makes money from the sick and the well, too."—*Chicago Ledger.*

Save Money on Rubber Bands!

Do you use the ordinary No. 10 or No. 11 rubber band? If so, your bands are costing you twice as much as they should. Why? Because they contain twice as much rubber and consequently weigh twice as much as the same quantity of our

"Bestuvall" Bands No. 99

These are the same length as the ordinary No. 11 band, but they are only half as thick, consequently running twice as many to the pound. They sell at the same price per pound, which means that you get twice as many bands for the same money.

They are made from the very highest grade of fine Para Rubber and have the same resisting qualities as the heavier bands. We have over one thousand letters from druggists recommending "Bestuvall" Bands No. 99.

Price: $2.00 per pound in full pounds, F. O. B. Pittsburgh, Pa.

SPECIAL OFFER

We will send you a trial order of a quarter pound of GUARANTEED "Bestuvall" Bands No. 99 on receipt of 60c in postage. Send us a trial order and you will never use any other band.

The Dykema Company,
High Grade Rubber Specialties,
Pittsburgh, Pa.

The Best Advertising for Druggists

is a good monthly store paper filled with lively, interesting reading matter and which contains none but your own advertisements. Such advertising is distinctive and expresses individuality. It is effective, steady and persistent and will increase your business in the EASIEST, QUICKEST and MOST ECONOMICAL way. We will print the

MONARCH STORE PAPER

for you every month under any name you select. Experts will write and select the text and prepare the advertisements for you, but no names will appear in it but your own. It will be YOUR OWN paper in every sense of the word. You have no worry, work or bother and the cost is small.

WRITE TO-DAY FOR FREE SAMPLE COPIES AND FULL PARTICULARS.

Chittenden & Frew Co.
226 South Canal Street
CHICAGO

MRS. CRABSHAW: "You don't allow me half-enough money for clothes."

Crabshaw: "Is that the reason you go around looking half-dressed?"—*Life.*

"MICHAEL, do you know who it was that said, 'I have been young, and now am old; yet have I not seen the righteous forsaken, nor his seed begging bread!'?"

"Must have been Ananias, yer riverence."—*Life.*

SIFTER TOPS for talcum powder cans, sprinkler tops for toilet water bottles, and patent tops for tooth powder containers are all specialties of the Consolidated Fruit Jar Co., of New Brunswick, New Jersey.

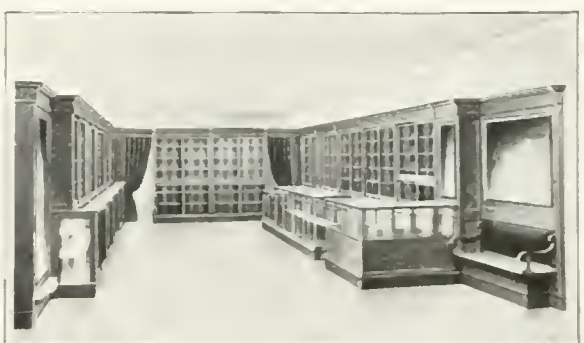
This concern also manufactures a full line of collapsible tubes, soda holders and sheet metal goods.

Send for prices and particulars.

IN a certain village down South there was a physician noted for his reckless automobile driving. One day when he answered the telephone a woman's voice asked him if he were going out driving that afternoon.

"No; I hardly think I will have time this afternoon," replied the doctor. "But why do you ask?"

"Well," replied the anonymous questioner, "I want to send my little daughter down-town for some thread, if you are not."—*Baltimore Sun.*



Solves All Fixture Problems

NO matter how large, how small or what shape your drug store is, "Victor" and "Olympic" Sectional Drug Outfits will solve the fixture problem for you quickly, satisfactorily and at a positive saving of from 10% to 20% less than a similar outfit would cost if made to order.

"Victor" and "Olympic" outfits are always in stock, in Golden Oak, for immediate shipping *through your jobber*. Material and workmanship are of the highest Bend-rscheid standard.

Write your favorite drug jobber for our 80-page, illustrated catalog No. 14. It contains specifications and all particulars.

BENDERSCHEID MFG. CO.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 No. 9th St., St. Louis, Mo.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway

THE ONLY POSITIVE

HAIR GROWER

AND

DANDRUFF REMOVER

GLOVER'S IMPERIAL MANGE REMEDY.

Advertising Matter bearing imprint, also Display Cards, furnished, all charges prepaid.

H. CLAY GLOVER, V.S.

118 West 31st St., NEW YORK CITY.

MRS. CRABSHAW: "What do you think of my lovely new muff?"

Crabshaw: "Umph! What a fuss you'd make if you were asked to carry a package half that size home from the store."—*Life*

DO THE chairs and tables in your soda department add to its appearance and act as energetic trade stimulators? They do if they are "Quincy" chairs and tables.

Quincy furniture is light, strong and compact—it's sanitary and immaculate in appearance. To get a true idea of its business-pulling advantages send for the complete catalogue of the Quincy Show Case Works, Quincy, Ill. You can then see for yourself

---

"WHAT is your position on this question?" asked the constituent.

The Congressman thought a minute and then replied:

"Very uncomfortable."—*Washington Star*

SUPPOSE you could attract more people to your store, increase the volume of your business without adding to overhead expenses and without making any large investment of money—would you do it?

A booklet issued by the Seneca Camera Manufacturing Company, Rochester, N. Y., tells how you can install, for an outlay as low as fifty dollars, a camera department that brings in many new and profitable customers

The fifty-dollar assortment is so arranged that every required want in a camera department is cared for Nothing is omitted that amateur photographers are likely to require.

To sell Seneca products successfully does not require a technical knowledge; it's a simple merchandising proposition. Seneca Cameras are so simple and easy to manipulate that their workings are understood at a glance and the books provided with every instrument clearly explain to the beginner each step in the art of picture making.

Seneca Cameras are sold under a binding guarantee; the money-back-if-not-satisfied policy is the Seneca policy. National publications carrying Seneca advertisements bring the line to the attention of practically every English-reading family in the country. Free advertising matter is furnished to every Seneca dealer in order that he may tie up his store to the national campaign.

If you want to know just what this 35 per cent profit-paying line can do for you, write for the booklet describing the low-priced assortments that will start you on the road to increased business.

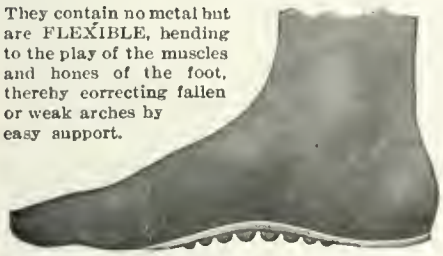
"SHE intended to refuse him, but she is such a lover of bargains that she could not."

"How was that?"

"He looked so cheap when she turned him down that she snapped him up."—*Houston Post.*

PERFECTION
AIR CELL
ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

Necco Wafers

Glazed Paper Wrapper

Hub Wafers

Transparent Paper Wrapper

are known to millions and millions of candy lovers because of their purity and goodness.

Thousands and thousands of confectioners *know* them because they're such good sellers. Their tremendous popularity is *founded* on quality and *built* on national advertising.

A trial order of Necco or Hub Wafers will keep your cash register smiling. Try 'em out to-day.

If not at your jobber's, write us direct.

NEW ENGLAND CONFECTIONERY COMPANY

Boston, Mass.

"Pa," said Tommy Twaddles, "this here mythology book says that Orpheus was such a fine musician th't he made trees an' stones move."

"Your sister Teresa has Orpheus beat a city block," grumbled Pa Twaddles. "Her piano-playing has made twenty families move out of this flat building in the last two months."—*Cleveland Leader.*

Are you planning to enter a college of pharmacy this fall? Practical courses including a large proportion of laboratory work, begin on October 7, at the Buffalo College of Pharmacy.

An illustrated announcement of the two- and three-year courses, leading, respectively, to the degrees of Graduate in Pharmacy (Ph. G.) and Pharmaceutical Chemist (Ph. C.) or Analytical Chemist (A. C.), can be secured by addressing Frank E. Lock, secretary, 34 High Street, Buffalo, N. Y.

An Egyptologist and an Assyriologist were disputing about the relative advancement of the two ancient peoples whom they were studying. "Why, sir," cried the former, "we find remains of wires in Egypt which prove that they understood electricity."

"Humph!" grunted the other, "we don't find any wires in Assyria, and that shows they understood wireless telegraphy."—*The Tatler.*

14 PACKAGES FOR A DOZEN!

This Bonus Offer Positively Expires June 1, 1915.

BROOKS BARLEY CO., Boston, Mass.

You may send us with next order through

(Jobber) _____

_____ Doz. Brooks' Baby Barley @ $2.00 per doz.

_____ Doz. Brooks' Baby Barley Free.

Name _____

Street _____

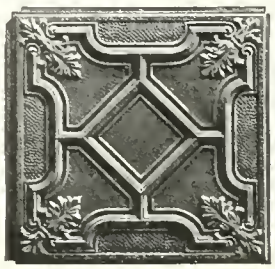
City _____

With each dozen Brooks' Baby Barley purchased before the expiration date above, we will send through your wholesaler 2 extra packages free. This order should be signed by the retailer and mailed to us.

Brooks' Baby Barley is a pure barley, especially prepared for infant feeding. It is packed in attractive air-tight packages. It has up-to-date directions, easily followed. Because of its superiority it has achieved a Nation-wide sale in less than twelve months.

Brooks Barley Co., Boston, Mass.

KINNEAR'S METAL CEILING



Your Store is Not Up to date Unless You Install

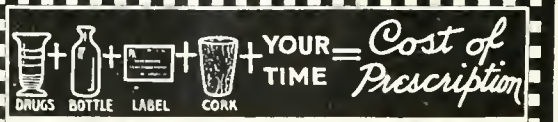
Kinnear's Quad-Lock Ceiling

All seams are locked and nails concealed, making an attractive, sanitary and dust-proof ceiling. Can be placed directly over old wood or plaster ceiling. Send diagram of store for estimate. Special designs furnished upon request.

THE KINNEAR & GAGER MFG. CO.

FACTORY, COLUMBUS, OHIO.

BOSTON: 125 Broad Street.



PRESCRIPTION PRICING

THE cost of the drugs, the bottle, the label, the time and the cork determines the price of a prescription, doesn't it?

Now, since the cost of corks is included in prices received, why not use

CIRCLE (A) CORKS

On an actual dollar and cents basis, the difference between a Circle A Cork and a No. 6 extra long XXXX is only 1-5 of a cent—a variation so slight that it *is not appreciable* in the average prescription.

Besides imparting that professional touch to a finished prescription, Circle A Corks are economical—*every one can be used.* Moreover, there's no danger of a "chance" one breaking, and causing some customer to think ill of your service, since every last one is warranted good, sound, strong and substantial.

To satisfy yourself, send 20c in stamps for a sample package of 100 Circle A Corks in sizes from 2 to 6.

ARMSTRONG CORK COMPANY

113 Twenty-third St. (A) Pittsburgh, Pa.

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

LADY BOUNTIFUL (to dry-goods clerk): "Have you any nice warm underclothing?"

New Assistant: "Oh, yes, miss, thank you."—*London Opinion.*

SHE (passing confectioner's window): "Doesn't that candy look good?"

He: "Uh-huh! Let's stand here and look at it awhile."—*Pennsylvania Punch Bowl.*

TO CONVINCE you that "Fluted" soda straws have the same golden gloss and the same fluted fiber possessed by natural rye straws the manufacturers will send a sample box to you upon request. "Fluted" straws are untouched by hand and are sterilized by steam, thus assuring your patrons of truly sanitary drinking tubes.

Ask the Coe Manufacturing Company, 35 B. Warren Street, New York City, to tell you about them.

"SOME grocers," remarked the customer, "have an offhand way of weighing sugar, but I notice you're not one of them."

"Offhand way? How do you mean?" asked the grocer.

"I noticed you kept your hand on the scales just now while you measured out five pounds for me."—*Philadelphia Press.*

ESSENTIAL OILS

THE **D & O** BRAND

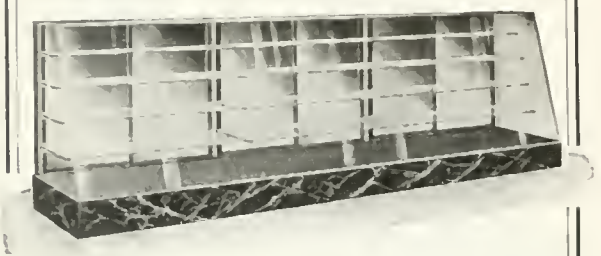
THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

HOAX: I thought you said that Jones was a musician?

JOAX: Nonsense!

HOAX: You certainly told me he wrote melodies.

JOAX: I told you he was a composer of heirs. He sells soothing syrup.—*Practical Druggist.*

A VERY beautiful catalogue showing their entire line of high-class Oriental perfumes, has just been issued by A. A. Vantine & Co. The cover is unique and especially attractive, having been designed and executed by a native artist of Yokohama, Japan.

Throughout the 54 pages of the book, which is printed on finest quality of pebbled India tint paper, there are many expensive halftones and color plates illustrating the Vantine line.

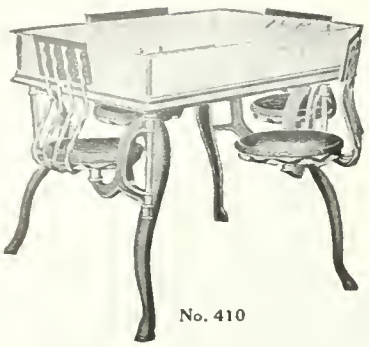
The catalogue is well worth having and will be sent free upon receipt of request. Address A. A. Vantine & Co., 253 Thirty-sixth Street, Brooklyn, N. Y.

THE SPACE.

Whatcreaturesweofhabitare,
Dependingsoonspaces,
Thatwhenasentenceleavesthemouth,
It'sgreekbeforeourfaces.

Ori fasenten cew eha vep enned,
Ap rin terth usdispo ses,
Fam ili arword sappe arli ke for-
Eignton gueben eatho urnoses.

—*H. S. Haskins in Life.*



No. 410

TRADE C/A MARK Specialty Furniture
(C-LINE-A)

Makes Customers Comfortable

No. 616 M

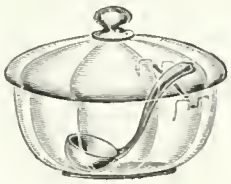
COMFORT is a great business builder. The people soon learn to come to the stores that are equipped with comfortable chairs and tables. This is why the merchants who use our display tables, counter stools and chairs are making the big profits.

Our line is complete and includes all styles. Tables with opalite glass tops—display tops—plain wood tops. Chairs attached to tables or separate. Stools that look well and that are inviting.

For complete information, catalog and prices, write to your jobber or direct to

THE CELINA SPECIALTY CO.
24 Anthony St. - Celina, Ohio.

The Bohner Patent Fruit Bowl



with a 20-year record as the LEADER—Endorsed by the trade, pure food and health authorities everywhere—Precluding all possibility of contamination from flies, bugs, dust, etc.—Insuring absolute cleanliness and sanitary conditions, must appeal to the wide-awake Dispenser as a convincing reason why it should be used on every Soda Fountain Counter.

Write your Jobber for *this year's* prices. All up-to-date Jobbers handle them. If yours does not, write us.

Bohner Manufacturing Co., 1009 So. Wabash Ave., Chicago, Ill.

Established 1899

GRANULES

THE PERFECT STABILIZER

FOR

Ice Cream, Ices, Whipped Cream

Patented June 3rd, 1913

No Bacteria, no Dust, no Soaking, no Heating.

Upon receipt of $1.00, we will send you by parcel post, 5 pounds of GRANULES during February and March. After using it, if you are not satisfied, we will refund your money. Free sample if you mention this ad.

GRANULES MFG. CO., Inc. 402 West 31st St., NEW YORK.

It Wins Prescriptions

Here's a capital gift for your physician friends—something that will be consulted many times a day and will serve as a constant reminder of your store.

THE PHYSICIAN'S PERFECT CALL LIST

is a valuable aid to the practitioner of medicine. It is an efficient bookkeeper. It saves time. It prevents losses.

Price to the Trade, $1.50 Each, Less 25 Per Cent.

Name of physician, "Compliments of" and name of the druggist (or his pharmacy) embossed in gold on the cover, free of charge. **Let us have your orders.**

E. G. SWIFT, Publisher,

Box 484, - - DETROIT, MICH.

"WOMBAT used to be a great outdoor man and all-around sport. Is he reconciled to married life?"

"I think so. I called on him recently and found him sifting ashes with an old tennis racket."—*Kansas City Journal.*

OIL OF SANDALWOOD that contains over 90 per cent of santalol and that is uniform in purity, strength and fragrance, is assured you if you specify "Bush" on orders to your jobber.

Its quality is guaranteed by W. J. Bush & Co., 100 William Street, New York City.

"You refuse to cash my check for $100?"

"Yes."

"And yet you offer to lend me $10?"

"I do."

"I don't understand you."

"Well, isn't $90 worth saving?"—*Cleveland Leader*

HOKUS: "Flubdub has been mixed up in a lot of shady financial transactions, and yet he is never caught."

POKUS: "That's just like Flubdub. I remember when we were boys and a tin can was to be tied to a dog's tail, Flubdub was always the fellow who held the dog."—*Life.*

NORTHWESTERN UNIVERSITY

School of Pharmacy

Offers courses of instruction leading to the degrees of Graduate in Pharmacy (Ph.G.) and Pharmaceutical Chemist (Ph.C.).

To qualify for admission a complete high-school course is required.

This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last few years.

Next session opens September 28, 1915.

Write for pamphlet "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary,
2431 SOUTH DEARBORN STREET, CHICAGO.

DONALD-RICHARD COMPANY

Perfumers

To The American Woman.

Complete line of natural flower odors of perfumes and high-grade, profit-making toilet preparations. Our line is offered to one good druggist in each town on a liberal guaranteed sale proposition. We furnish trade-bringing, profit-making, stimulating advertising that gets the right kind of business. If interested in increasing your business write us and our salesman will call.

DONALD-RICHARD CO., IOWA CITY, IOWA

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is *quite* different from any other food obtainable.

BENGER'S Food *Reg. U.S. Pat. Off.*

For Infants, Invalids, and Aged Persons

is regularly advertised to the U.S Medical Profession.

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO., 90, Beekman Street, NEW YORK.

79 U.S.

DOCTOR: "You mustn't stay out late at night."

Patient (a married man): "Is the night air bad for me?"

Doctor: "No; it's the excitement after getting home that hurts you."—*Medical and Surgical Review*

LADY (about to purchase military headgear, to her husband): "I know it's more expensive than the others, dear, but—well, you see you're too old to enlist, and I really feel we ought to do something!"—*Punch.*

A WIDE RANGE of remedial application, backed by a reputation for reliability extending over a period of more than 20 years, has made Antiphlogistine a product that the druggist can recommend with certainty.

Jobbers give a five-per-cent discount on $12 lots of Antiphlogistine.

"BUT she says she has never given you any encouragement."

"Did she say that?"

"She certainly did."

"She told me that her uncle was going to leave her a fortune and that he had one foot in the grave. If that is not encouragement, I'd like to know what you call it?"—*New York Globe.*

"FLUTED" SODA STRAWS

"FLUTED" SODA STRAWS

Exactly resemble the natural rye straw. They have the same golden gloss and the same fluted fibre.
Untouched by hand and sterilized by heat "FLUTED" straws are the ACME OF PERFECTION in drinking tubes.

SAMPLE BOX ON REQUEST.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK CITY.

CONVERT YOUR TIME INTO MONEY

and become a practical optician by taking our correspondence course in **OPTICS.** It will offer you opportunities and income greater than you can estimate, without knowing the success of our many graduates. We offer you our record as the oldest correspondence school of optics in the world and the most thorough course outside the great universities. Employ your spare time by taking it. Write us for our reduced special offer and prospectus regarding our regular $25.00 course. Address

American Optical College, 15 Wilton Ave., Toronto, Can.

OIL OF EUCALYPTUS

Eucalyptus Dumosa, is the direct importation from our Melbourne house. 65-70% Eucalyptol: conforms to requirements of the British Pharmacopoeia. Eucalyptus Globulus, Tasmanian. Specify "BUSH" the next time.

"Ye Oldeste Essence Distillrs"

W. J. BUSH & CO.,

INCORPORATED

100 WILLIAM ST., - - NEW YORK

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

"I SAY, Hodge, why do you always put 'dictated' on your letters? You don't keep a stenographer."

"No; but to tell the truth, old chap, my spelling's exceedingly rocky."—*Boston Transcript.*

YOU can obtain two packages free with every dozen of Brooks' Baby Barley you purchase between now and June 1. This exceptionally liberal offer to BULLETIN readers is announced in an advertisement in this issue. The advertisement is in the form of an order blank and in order to receive the free goods it is only necessary to fill out this blank and send it direct to the Brooks Barley Co., Boston, Mass. Turn to this announcement now and take advantage of the offer at once. Do not forget that it positively expires June 1.

Brooks' Baby Barley stands in the front rank of baby foods, and if you are one of the few druggists who are not selling this excellent product, this attractive offer affords you a splendid opportunity to begin. Order at least a dozen. You will get fourteen packages.

"MARY," said a mother to her quick-tempered little girl, "you must not grow angry and say naughty things. You should always give a soft answer."

When her little brother provoked her an hour afterward, Mary clenched her little fist and said, "Mush!"—*Kellogg's Square Dealer.*

JEAN longed for a kitten. When illness made it necessary for Jean to go to the hospital, her mother said:

"I will make a bargain with you, Jean. If you will be a brave little girl about your operation, you shall have the nicest kitten I can find."

Jean took the ether, but later, as she came out from under the anesthetic, she realized how very wretched she felt. The nurse leaned over to catch her first spoken word.

"What a bum way to get a cat!" moaned the child. —*Harper's Monthly.*

CREME ELCAYA, Cerat Elcaya, and Baume Elcaya, distributed by James C. Crane, 108 Fulton Street, New York, are three popular sellers, and they come in three popular sizes.

In addition to the well-known fifty-cent jars there are also fifty-cent tubes and one-dollar jars. Each tube has a flat bottom that permits it to be stood up for display, while a valuable talking point for the dollar jar is that it contains three times the quantity of the fifty-cent package.

Jobbers everywhere carry Elcaya products.

POLLY: "And when you threatened to scream for your mother, did he stop kissing you?"

Dolly: "Yes, once or twice."—*Life.*

Soda Drinkers Like This Chair

Its classy lines appeal to them. Comfortable and free from wiggle. Unconsciously customers go to the fountains that have modern chairs and tables. Get this business by putting in

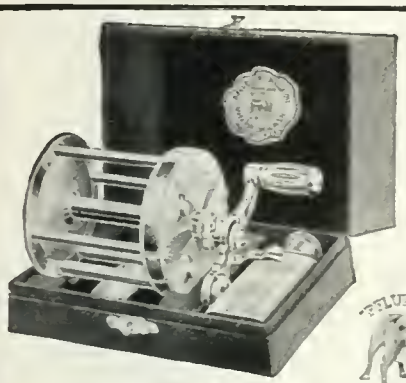
UHL ART STEEL Fountain Chairs and Tables Artistic, Sanitary and Durable.

Made of cold-rolled steel shaped in artistic lines. Light but durable. Will outlast any wire or other metal furniture ever made. Comfortable to use and pleasant to look at. Just what you need to give your place the finishing touch.

EQUIP YOUR FOUNTAIN IN THE MODERN WAY.

Inspect Uhl equipment and you'll have no other. Write for catalog and name of nearest dealer.

TOLEDO METAL FURNITURE CO., 3106 Dorr St., TOLEDO, O.



Patented Jan. 22, '07, March 10, '08 Dec. 29, '14.

The Latest "Gift and Side Line" Article. Put up in Druggists' Display Cases.

The "PFLUEGER-REDIFOR"

Anti-Back-Lash Casting Reel

Nothing shows outside—nothing to get out of order inside—no wires to fray the line—makes casting a real pleasure for beginners as well as experts. It cannot break or get out of order, and requires no adjustment. Automatic Thumbers, attached to the flange of the spool enclosed within the reel, free from all dirt and possibility of damage, thumb the reel mechanically, retarding the spool as the bait slows down.

This reel is made of best German Silver, satin finish, has genuine Scarlet Agate Jewels, balanced crank, fluted Pyralin Amber Handle, with Phosphor Bronze Bearing, and adjustable front sliding click and drag.

This reel will hold from 60 to 100 yards according to size of line used. Price, $7.50. (Fully guaranteed against defects of all kinds for all time.)

NOTICE: Druggists—Send for illustrated price list and discounts. Good profits.

THE ENTERPRISE MFG. CO., Dept. No. 28, AKRON, OHIO.

Largest Manufacturers of Fishing Tackle in the United States.

SUCCESSORS TO AMERICAN FISH HOOK CO. - - - ESTABLISHED 1864.

"THAT house that you finished a few weeks ago is the biggest of the lot," said the real estate agent. "Perhaps that's why it's so hard to find a tenant."

"Yes," answered the builder; "it's last but not leased."—*Lippincott's.*

ONE of the surest ways to judge the ability of a pharmacist is by the smoothness of the ointments he turns out. A Day ointment mill grinds a complex mixture of powders and fats into a smooth, gritless mass that is a credit to the producer.

Day mills are run by hand or power and come in one-, two- and four-quart sizes. Ask the J. H. Day Co., Cincinnati, Ohio, for prices and descriptions.

"STARR'S manager has promised to give a presentation of that comedy of mine," said De Riter, "but I don't know when it's to come off."

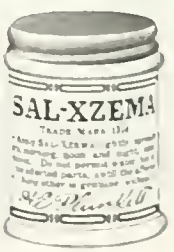
"Probably the night after it's put on," suggested the cruel critic.—*Philadelphia Press.*

GIBBS: "Does your wife ever scold when you have been out late at the club?"

Dibbs: "Never! She merely gets up at four o'clock the next morning and practices on the piano, and I daren't say a word."—*Boston Transcript.*

Special Introductory Offer:

SAL-XZEMA



With 1 dozen ½-ounce jars, retailing at 25 cents, we will give *1 2 dozen free.* The 18 jars cost you $1.75. You get $4.50. Can you beat it?

Sal-Xzema is wonderfully effective in skin diseases—eczema, acne, tetter, salt rheum, barber's itch, chapness, etc. Its action is prompt and positive. You can confidently recommend *Sal-Xzema* to your customers.

This introductory offer is limited—take advantage of it now.

H. E. PLUNKETT CO., 313 E. Foster St., MELROSE, MASS

BEGGAR: "I haven't tasted food for a month."

Dyspeptic: "You ain't missing much. It's the same old taste."—*Town Topics.*

It made the young recruit hot;
No wonder he was flustered.
The foeman peppered him with shot
Right after he was mustered.

—*Philadelphia Press.*

"I HOPE, driver, you will not run away with me!"

"Bless yer, no, mum! I've got a wife and six kids at home already!"—*London Opinion.*

DIGALEN "ROCHE"

PANTOPON THIOCOL
SEDOBROL LAROSAN

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

WHICH ONE IS THE BEST INVESTMENT?

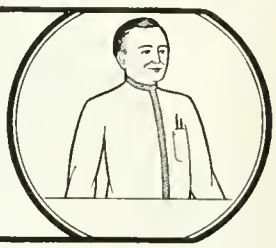
Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but Immensely Profitable Investment.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



Worked Wonders for Miss Annie Mule

"IT'S WURMS DOCTOR I FEEL 'EM CRAWLIN"
TAKE DR BLACKMANS MEDICATED SALT BRICK
DR BLACKMANS MEDICATED SALT BRICK
A WORM MEDICINE AND STOCK TONIC
SOLD ON A GUARANTEE
"OH! YOU DARLING BRICK"
THREE WEEKS LATER
A DOSE FOR WITH PLENTY OF HORSE SENSE
GUARANTEED
THE BRICK DID THE TRICK

Drop Brick In Feed Box-It Will Do The Rest

FROM A DEALER.

Ship us at once 10 cases of BLACKMAN'S MEDICATED SALT BRICK. We are selling it on a guarantee. It gives perfect satisfaction, and our sales continue to increase. It is the only common-sense stock remedy on the market.

MECCA DRUG CO.
Mebane, N. C., Jan. 28, 1914.

Delivered price, $5.00 per case of 30 brick. Quantity discount 2% on 2 cases; 5% on 5 cases; 8% on 10 cases; and 10% on 20 cases. Half of the above discounts west of the Mississippi River and south of Jacksonville, Fla.

Our Medicated Salt Brick is a big success that repeats and never quits repeating.

We will write up mailing lists of 50 names of stock owners for each case ordered, up to 10 cases.

Why not sell it? It's a money-maker.

BLACKMAN STOCK REMEDY CO.
CHATANOOGA, TENN.

"WHY did your wife leave you?"

"Force of habit, I guess. She was a cook before I married her."—*Chicago Record-Herald*

BY acting now you can secure the exclusive agency in your town for a complete line of perfumes of natural flower odors and a high grade assortment of toilet preparations.

Ask the Donald-Richard Co., Iowa City, Iowa, to tell you about the trade-bringing, profit-making stimulating advertising helps furnished its dealers and about the liberal guaranteed sale proposition.

THERE is more in this submarine warfare than appears on the surface.—*Philadelphia Public Ledger.*

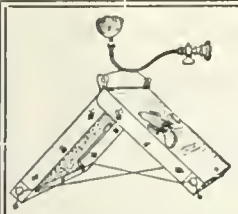
A CERTAIN Kentucky justice of the peace was called upon to marry a runaway couple who drove up to his house. When the final words were said, the bridegroom fumbled in his pockets, and finally fished out a silver dollar.

"Jedge," said he, "this here's all the cash I've got in the world. If you wants it, you kin have it; but I don't mind tellin' you that I set it aside for the honeymoon expenses."—*Woman's Home Companion.*

"I GUESS my father must have been a pretty bad boy," said one youngster.

"Why?" inquired the other.

"Because he knows exactly what questions to ask when he wants to know what I have been doing."—*Washington Star.*



A PUBLIC NECESSITY!

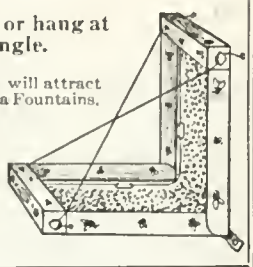
The use of all sticky fly papers is now made Convenient and Sanitary by the use of

BUCKLEY'S FLY PAPER GUARD AND SANITARY HOLDER

PATENTED JULY 14, 1914

Secures the paper from blowing or falling from its place.

Will stand or hang at any angle.



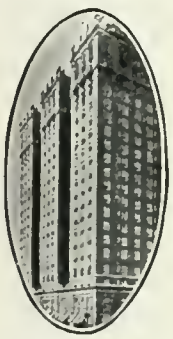
Position of the fly paper can be reversed, thereby replenishing the depleted portions. An article that will attract the neat housekeeper. Indispensable for all Homes, Hotels, Restaurants, Lunch Rooms, Bars, Markets, Soda Fountains, Ice Cream Parlors, Bakeries, etc. Flexible, Easily Adjusted, Durable.

On the market less than two months—advance orders already received for over 500,000 holders.

Retails for 10 cents. Pays Big Profit.

Two Samples and Price List mailed on receipt of only 10 cents.

TURNER-BUCKLEY MFG. CO., Inc., - 334 Old South Bldg., BOSTON, MASS.



The VANDERBILT Hotel

Thirty-Fourth Street EAST *at Park Avenue*

NEW YORK CITY

WALTON H. MARSHALL, Manager.

Conveniently located to the uptown shopping district; easily accessible to the theatres and clubs; The Vanderbilt is situated in the fashionable Murray Hill district, which insures the quiet so desired by patrons of New York Hotels.

Subway Station at Main Entrance.

Tariff Moderate.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 7

Its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

HUSBAND: "Did you have luncheon downtown after your shopping this morning?". Wife: "No, dear, only lunch. I'd spent all I had except 15 cents."—*Boston Transcript.*

YOU take no chances when you use the "D. & O." brand of essential oils. The Dodge & Olcott Co., New York, guarantees their quality and purity.

Wholesalers everywhere carry "D. & O." oils in original packages of 1 ounce and upward.

"Do you give your wife a kind word occasionally?"

"Plenty of them, but they don't entirely satisfy my wife. She wants money."—*Kansas City Journal.*

THE only time some fellows look for an opening is when they carry a corkscrew with them.—*Liquid Bottler.*

HYKER: "Why did you give up smoking?"

Pyker: "In order to marry a rich widow."

Hyker: "I fail to see the connection."

Pyker: "She refused to give up her weeds unless I would give up mine."—*Chicago News*

CRUSHED FRUITS, when kept in a Bohner Patent Fruit Bowl, are protected from contamination by flies, bugs, dirt or dust. The Bohner patent does away with the projecting ladle and allows the cover to fit securely over the bowl.

If your jobber cannot give you this year's prices, write the Bohner Manufacturing Co., 1009 So. Wabash Avenue, Chicago, Ill.

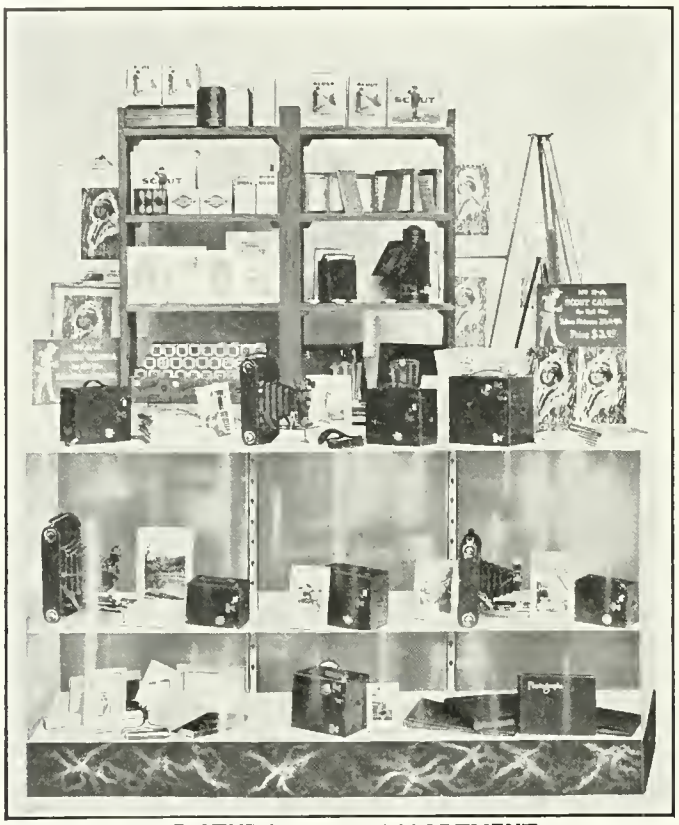
"CHEE, Alf, where'd y' git th' black eye?"

"I was chasin' that new kid next door, an' I caught 'im."—*Judge.*

"Every Wide-awake Drug Store Needs a Camera Dep't"

5 REASONS WHY

It Pays Druggists to Handle



PICTURE OF $50 ASSORTMENT

Selling Price $76.76 **PROFIT $26.76**

Additional 2% Cash 10 days.

A WORD FROM MR. A. L. GRIGGS
The VAL DONA Store
Orion, Mich., July 22nd, 1914.

SENECA CAMERA MFG. CO., Rochester, N. Y.

GENTLEMEN:—I have now been handling Seneca Cameras for 13 months, and I am pleased to say that they are by far the best paying proposition that I have ever had. The first 30 days that I had them in stock I sold 13, and from that day on they have been steadily bringing customers into my store for supplies, etc. Every customer is a satisfied one; some of them have started out with a $2.00 Scout, later brought it back and exchanged for a $3.00 or $5.00 one, sold that or exchanged it for a folding camera. When they buy a Seneca they will have nothing else, and I candidly believe that the Seneca Camera is the best product on the market. The service that I and my customers have received is the best any firm could give its patrons, and any time that I can say a good word for Seneca Cameras, or for you as a fair dealing company, I will always do so. Truly yours, A. L. GRIGGS.

P. S.—Just sold a 2A Scout, **2nd hand,** for $2.00; this is the 3rd time I have sold this Camera. Each time it has been turned in on a higher priced one. This Camera has brought me in about $3.00 by renting it out, besides the profit on the supplies that go with it, each time. The young fellow who bought it tonight had it rented and had just got his pictures finished, and was so pleased with them that he bought it. A. L. G.

SENECA CAMERA MFG. CO., Rochester, N. Y.
( ) Send $50 Assortment.
( ) Send Catalogne and particulars of $50 Assortment, also Dealer's Ad.
Check what you want.

Name.....

Address.....

B. P. 5

Seneca CAMERAS

Roll Film, Paper and Supplies

1 The line is complete, easy to sell, bound to make satisfied customers—as it is sold on a *money-back* basis.

2 The Profit is about 35% figured on the Selling Price.

3 There's a quick turnover of the money invested—the demand for cameras is already created in every town, city and village. Seneca Cameras are nationally advertised. Display cards—lantern slides—newspaper cuts are furnished free to aid the local store in cashing in on this popular demand.

4 A Seneca Department is a splendid store advertisement. Every Seneca sold makes a constant patron for your store, brings the customer back day after day not only for Camera Supplies but for other articles of your stock.

5 Careful, prompt service from the Seneca Camera Mfg. Company in making shipments, filling rush orders and attention to correspondence of every kind make Seneca co-operation really valuable.

Put in the $50 Assortment to-day

Great care has been made in selecting not only the best sellers but right amounts of the best items—so that this assortment will show you the great possibilities of the business. Send for the advertisement written by 27 Seneca Dealers if you want to know what others think of the Seneca Line—follow the impulse

Send in the Coupon

It's a real money-making opportunity we are offering you—we have facts and figures to prove that Seneca Dealers find the Camera Dep't a real asset to their store.

Seneca Camera Mfg. Company

303 State Street, Rochester, N. Y.

WANT ADVERTISEMENTS

**STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.**

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

HELP WANTED.—We desire to appoint a few resident or traveling salesmen who are in touch with manufacturers of ice cream to sell our "Jim Dandy Ice Cream Powder" as a side-line on a commission basis. Attractive commissions and many repeat orders follow after introductory order is taken. Address Liebenthal Bros. & Co., Cleveland, Ohio. 5

FINE LOCATION FOR PHYSICIAN.—Rich farming community; town 800; good house and office. Address Dr. E. B. Herrington, Rawson, Ohio. 5

$3500.00 WILL BUY A PAYING DRUG STORE in a growing Maine town. Good prices; low expenses; short hours; excellent future prospects. Address E. W. S., care BULLETIN OF PHARMACY. 5

FOR SALE.—Paying drug store for small investment. Little country town in excellent farming section. Nearest drug store seven miles. Address R. A. Turner, Woodland Mills, Tenn. 5

SUMMER COTTAGE.—On North Channel near Algonac, Mich. Cars stop at back of cottage. Furnished complete, with boat. Rent $2.00 per day. Address Cottage, care BULLETIN OF PHARMACY. 5

CASH.—If you want to sell your drug store or other property, any kind, anywhere, for cash, write us. We bring buyers and sellers together regardless of distance. Established 1893. Northwestern Business Agency, Minneapolis, Minn. 5

FOR SALE.—Rexall drug store in good live town near Detroit, Mich. Full prices; clean stock; $3000. Ill health. Address M. B. A., care BULLETIN OF PHARMACY. 5

ANY ONE WISHING A DRUG BUSINESS, I have a good proposition for a good man, registered pharmacist—an interest or entire business—in Louisiana. Address P. E. S., care BULLETIN OF PHARMACY. 5

WANTED.—Situation, by a competent prescriptionist and good salesman. Can give first-class recommendations. Address C. F. J., care BULLETIN OF PHARMACY. 5

POSITION WANTED.—By colored managing pharmacist as traveling salesman, ad. man, or laboratory man. Well known, five years as manager, one year as pharmacist in hospital. Address Q. X. Q., care BULLETIN OF PHARMACY. 5

FOR SALE.—Drug store and residence. Only drug store in town. Stock and fixtures invoice $3500. Residence and 75 x 200 foot lot, $2500. Barkl Pharmacy, Erwin, S. D. 5

WANTED.—To buy any part of 25 shares of Aseptic Products common stock, at $20.00 per share, and 50 preferred at $10.00. Will sell 100 A. D. S. for $10.00. Address Massey & Perrin, 209 So. LaSalle St., Chicago. 5

FOR SALE.—Good, clean, live, corner drug store, doing good business, in city of 40,000. Invoice $4000; will discount for cash. Good opportunity for young man to step into ready-made business. Address W. K., care BULLETIN OF PHARMACY. 4

SITUATION WANTED.—Am 23 years old and have six years' experience in retail drug business; also been seven months in the Ferris Institute, Big Rapids, Michigan, Pharmacy Dept. Can give the best of references. Address L. D. Kidder, care BULLETIN OF PHARMACY. 4

FOR SALE.—Rexall store in northern Colorado; population 500. Invoice $6500; sales $12,000. Rent $20.00 a month; 2-story building; no competition. Address Caillet Brothers' Pharmacy, Wellington, Colorado. 4

WANTED.—Drug store in small town in Indiana, Michigan, Wisconsin, or Minnesota. Give full particulars and terms. Address P. O. Box 233, Johnstown, Ohio. 4

FOR SALE.—Paying drug store in growing New Mexico town. Eastman Kodak, Nyal, and A. D. S. agencies. Inventory about $4000. Will sell at inventory. This is a snap. Address M. W. M., care BULLETIN OF PHARMACY. 3

FOR SALE.—Drug store in good western Pennsylvania farming country. Full prices. Rent $15. Average sales $20 Only store. Fifteen hundred to draw from. Price $2200. Address Drugs, care BULLETIN OF PHARMACY. 3

WANTED.—To hear from owner of good drug store for sale. Send cash price and particulars. D. F. Bush, Minneapolis, Minn. 1

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

A Partial History

of the

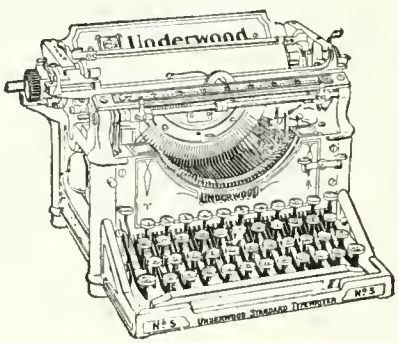
UNDERWOOD

First Practical Visible Machine

Winner of every International Record for Typewriter

Speed—Accuracy—Stability

Holder of the Elliott Cresson award for mechanical supremacy



Surely the

UNDERWOOD

is

"The Machine You Will Eventually Buy"

UNDERWOOD BUILDING NEW YORK

You want this Pepsin.

We are producing an improved pepsin—a pepsin differing widely in appearance and quality from any pepsin heretofore offered by any manufacturer.

This pepsin is the result of a series of experiments extending over a period of nearly three years. It represents a new process in manufacture.

Our improved pepsin is light (hence attractive) in color.

It dissolves in water almost as quickly as snow.

It is devoid of animal odor.

It is agreeable to the taste.

It is practically free from digestive by-products.

It is assuredly active.

◆ ◆ ◆

The new pepsin is winning approval from physicians. It is making a hit with their patients. It will be the most widely prescribed pepsin ever produced. *You want this pepsin.*

Supplied in coarse granules and as powder.

Strengths:
1000, 2000,
3000, 5000,
6000, 10,000.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow **WALKERVILLE, ONT.** **MONTREAL, QUE.** 118 St. Paul Street, W.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD
TRUTH
JUNE
20-24
ELEVENTH-ANNUAL
CONVENTION
A·A·C·of·W.
CHICAGO -- 1915
For special information
address CONVENTION COMMITTEE
Advertising Ass'n of Chicago
Advertising Bldg. 123 Madison Street
CHICAGO

"What line of elixirs shall I carry?"

Put this question to yourself sharply—it is of vital consequence to every druggist who wants to add to the prestige and profit of his prescription department.

And be sure that the line of your selection has these cardinal qualities:

Therapeutic efficacy.
Fidelity to label.
Rigid standardization.
Palatability.
Stability.

You get these essentials—every one of them—in the elixirs of our manufacture.

We devoted years of study and experimentation to the perfection of our elixirs. Result, a group of products that we honestly believe to be unequaled by any similar line in the world.

◆ ◆ ◆

Our elixirs are everywhere in demand by physicians. They are always acceptable on unspecified prescriptions. Carry them in liberal assortment. They will bring you business.

Home Offices and Laboratories, Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. **WALKERVILLE, ONT.** **MONTREAL, QUE.** 118 St. Paul Street, W.

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

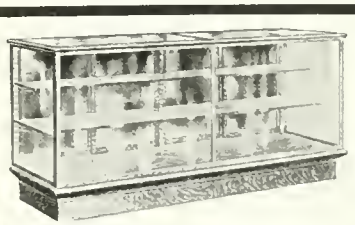
ALKALOL COMPANY,
TAUNTON, MASS.

GLASS BOTTLES AND JARS.

Imperial Glass Co.
Charleroi, Pa.

Let us quote you prices. Write our nearest office.

New York. Philadelphia. Pittsburg. Detroit.



GOOD Drug Displays Made BETTER

By using No. 1406 Case, here pictured—and many other handsome and practical models designed by us specially for the drug trade.

Our catalogue, mailed free for the asking, contains helpful display suggestions.

JOSEPH KNITTEL SHOW CASE CO.
Complete Store Outfit Specialists
327 3rd and Broadway, - - QUINCY, ILL.
New York, N. Y., 90 W. Broadway Wichita, Kas., 329 330 Beacon Bldg

HANFORD'S

Balsam of Myrrh

THE RELIABLE LINIMENT

Sold by all Jobbers.

G. C. Hanford Mfg. Co.

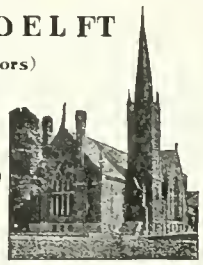
SYRACUSE, N. Y.

POST CARDS

LOCAL VIEWS MADE TO ORDER.

BLUE DELFT (2 colors) $5.00 the 1000

Send for Samples



HAND COLORED $6.75 the 1000

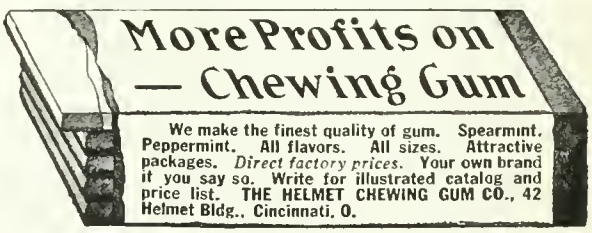
True to Nature

THE NATIONAL COLORTYPE CO., NEWPORT, KY.

ESTABLISHED 1857

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.



More Profits on — Chewing Gum

We make the finest quality of gum. Spearmint, Peppermint. All flavors. All sizes. Attractive packages. *Direct factory prices.* Your own brand if you say so. Write for illustrated catalog and price list. THE HELMET CHEWING GUM CO., 42 Helmet Bldg., Cincinnati, O.

National Bath Powder

"NOW MADE IN THE U. S. A."

An addition to the bath. It renders the hardest water soft. Imparts an exquisite and refreshing odor to the bath and surrounding atmosphere. It satisfies the discriminating class. For well-groomed people.

Handled by all retail druggists and department stores. Sold exclusively through the jobbing trade.

Jobbing accounts solicited and protected in given territory.

A BIG SELLER. RETAILS 25c PACKAGE

ADDRESS AT ONCE

NATIONAL BATH POWDER CO.,
FORT SMITH, ARKANSAS, U. S. A.

"I FEEL like a Chinese junk," remarked the guest at a Southern winter resort.

Politely we bit.

"I am boarded by pirates," he answered to our query.—*Philadelphia Public Ledger.*

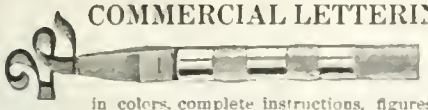
LITTLE GIRL: If I should die and go to heaven, would I have wings?

Mamma: Yes, my pet; and a crown and a harp

And candy?

No.

Well, I'm glad we've got a good doctor.—*Chicago Examiner*



COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering

Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. **It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, in colors, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00. **Practical Compendium of Commercial Pen Lettering and Designs,** new and enlarged. 100 pages 8x11, printed in colors—a complete instructor in Commercial Pen Lettering and Designing—in addition to which this book also contains a large list of Advertising Phrases, suitable for Show Cards, Posters, etc., prepaid, $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

Specify MERCK'S

on your orders

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness.
It provides a clean check for the customer—no more sticky and slimy checks.
Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities under old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

No. 3M Chair

ANDREWS'

WIRE CHAIRS TABLES AND STOOLS

"Nothing Better"

Used Everywhere

Get Our Catalogue No. 157.

THE A. H. ANDREWS CO.
CHICAGO, ILL.

CRÊME ELCAYA

MARKETED IN

Jars at 50c and $1.00
Tubes at 50c

Likewise CERAT ELCAYA and BAUME ELCAYA

OBTAINABLE THROUGH THE JOBBER

Manufactured by

THE ELCAYA CO.

JAMES C. CRANE, Sole Agent, 108 Fulton St., New York

"If there is anything I enjoy it is good speakers," remarked the studious looking man to the hotel clerk.

"Might I suggest for your pleasure that you look over our city directory? In it you will find the addresses of our most prominent speakers."—*Chicago Examiner*

"European or American plan?" asked the clerk of the last man who had registered.

"American plan, by all means!" replied the traveling salesman. "And, by the way—when is the next mail from the East?"—*N. Y. World*

Sal Hepatica

$2.00 $4.00 $8.00 Per Doz.

Gastrogen Tablets

$4.00 $24.00 Per Doz.

Clinton Cascara Active

$2.00 $10.20 Per Doz

All Jobbers

Bristol-Myers Co. New York

PEERLESS BRAND

CORKS

Manufactured expressly for the

Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

Ask Your Jobber for Prescription

TREFOIL M TREFOIL TRADE MARK

CORKS

TREFOIL B TREFOIL TRADE MARK

MANUFACTURED BY

R. W. McCready Cork Company,

CHICAGO, ILL.

HIGGINS'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives

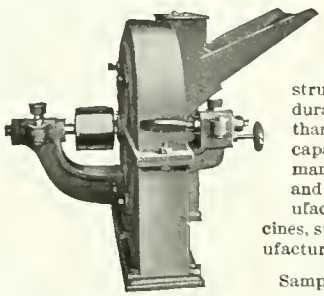
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the **Higgins' Inks and Adhesives.** They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London.

271 Ninth Street, Brooklyn, N. Y.

DRUG MILLS



Front View No. 1 MEAD MILL (smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R. DETROIT, MICH.

OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

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If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE

53 Gold Street, NEW YORK.

Coca-Cola

TRADE MARK REGISTERED

And The New Five Senses

Here are the five senses that have taught and will continue to teach the consumer to demand COCA-COLA —and to go to the fountain where he can be sure of the genuine.

Seeing— the name COCA-COLA on the walls and in every progressive druggist's window.

Hearing— everybody say how delicious it is.

Tasting— and being taught by taste that the best that's said of it doesn't adequately describe it.

Advertising— that appeals to the intelligence as well as the eye—publicity that for 26 years has been appearing in the biggest, best and most powerful advertising mediums.

Selling— by the wise druggist who sees to it that it is served properly according to directions and that only the genuine is served.

Are you getting your share? If not, start now —if so, get more.

ORDER FROM YOUR JOBBER

Whenever you see an Arrow think of Coca-Cola

THE COCA-COLA COMPANY, Atlanta, Ga. 2-D

Your photo supply department can sell each day at least one

Ansco Vest-Pocket Camera

Size—1¼ x 2⅞ x 6 inches.
Weight—12½ ounces.
Made of aluminum covered with morocco.
Takes a 2¼ x 3¼ picture.
Uses standard size film (4 A Ansco.)

EQUIPMENT

ANSCO Anastigmat lens—F 6.3.
Extraspeed Bionic Shutter—maximum speed 1/200 second.
Micrometer focusing device.
Horizontal and vertical finders and footrests.

Price, $25. Your Profit, $8.33.

Every customer who enters your store is a possible buyer of one of these little cameras.

Every one wants to take pictures if he can carry the camera in coat or vest pocket and be sure of good results—he may think twice before carrying a larger camera.

The ANSCO V-P No. 2 is the smallest and lightest camera made to take a 2¼ x 3¼ picture—*a standard size in all makes of film*—and this size is large enough, because so clear and sharp. Excellent enlargements can be made from ANSCO V-P negatives on ENLARGING CYKO.

The lens equipment is of the highest order. The shutter is as accurate as a watch. The micrometer focusing arrangement permits instant changing of focus and insures the full scope of the high-grade anastigmat lens which, without a focusing device would be no better than a cheap lens.

This is but one of the many ANSCO models and just one of the reasons why *your* photographic department should sell ANSCO PHOTO SUPPLIES, including ANSCO and BUSTER BROWN cameras, Extra Fast ANSCO SPEEDEX color-value film, Prize-winning CYKO paper and ANSCO Standard Chemicals.

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